



**Switzerland.**

MarketingActivities SCIB

# SCIB Planning 2024 - ALL MARKETS

03/01/2024 – 03/01/2024	<b>Netherlands: Study Trip Winter.</b>  Organization of a winter study trips for 8 Meetingplanners, a media representative and SCIB. Total 10 persons. In a winter destination. Duration: 3 days/2 nights. Idea is to combine if possible a city and a mountain destination close to the city.	<b>Comments</b>	<b>Cost CHF</b> 0
03/01/2024 – 03/30/2024	<b>Netherlands: Workshop.</b>  Organization of workshop for our clients and new potential clients. Activity: tba. Location: tba. Date: in March 2024. Goal 15-20 participants.	<b>Comments</b> Participation of the event.  Set up: 17.00 hours Welcome guests. 18.30 hours Presentation SCIB and partners. 19.00 hours Workshop. 20.00-21.30 hours Dinner.	<b>Cost CHF</b> 1'300  Participation of the event. Costs CHF 1300 per partner. Price not including travel costs, nor accommodation nor VAT. Open for sub-partners. It is possible that Dutch VAT is charged on this invoice. In that case, the percentage is 21%.
10/01/2024 – 10/18/2024	<b>Netherlands: Annual Networking Event.</b>  Organization of our annual networking event for our clients and new potential clients. Goal would be 15-20 persons. Theme: sustainable. Location: tbc. Date: in October.	<b>Comments</b> Participation at the event.  Set up: 17.00 hours Welcome guests. 17.00 -18.30 hours Workshop Swiss partners. 18.30 hours Presentation SCIB. 19.00 hours Keynote Speaker. 20.00-21.30 hours Dinner.	<b>Cost CHF</b> 1'300  Participation of the event. Costs CHF 1300 per partner. Price not including travel costs, nor accommodation nor VAT. Open for sub-partners. It is possible that Dutch VAT is charged on this invoice. In that case, the percentage is 21%.

08/29/2024 – 09/30/2024	<b>Netherlands: Study Trip Summer.</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	Organization of a study trips for the Netherlands for agencies. Participation of 8 planners to a summer destination including one media representative. Duration: 3 days/2 nights. Idea is to combine if possible a city and a mountain destination close to the city.		Please let us know if you are interested in welcoming a study trip from the Netherlands. Partners to cover for land arrangements. Flights and Swiss Travel Passes paid by SCIB and STS
05/01/2024 – 05/31/2024	<b>Luxembourg: Business Dinner in Luxembourg</b>	<b>Comments</b>	<b>Cost CHF</b> 1'650
	SCIB Belux will invite corporate clients for dinner in Luxembourg City. Swiss Partners will have the possibility to join. Event will take place at a special venue or in a famous restaurant and if possible in the presence of the Swiss ambassador in Luxembourg.	A short presentation during the aperitif will be followed by a t 3 courses menu with a Swiss touch. We expect ± 20 corporate clients mainly from Switzerland or companies with affinity for Switzerland. Possibility to be represented by a local partner. Local partners are welcome to join depending on the total number of partners. Max 5 partners. Priority to the destinations. First come first served.	Possibility to be represented by a local partner. Local partners are welcome to join depending on the total number of partners. Maximum 5 partners. Priority to the destinations. Price not including travel cost, nor accommodation nor VAT,
10/14/2024 – 10/31/2024	<b>Belgium: Annual Networking Events in Brussels.</b>	<b>Comments</b>	<b>Cost CHF</b> 2'750
	Organization of our traditional Networking Event for our clients and new potential clients. First evening dedicated to corporate & association meeting planners, second to the incentives houses & PCO's. Number of participants expected: 80 Dates & theme: tbc  Event could be live, hybrid or virtual depending on the situation	- Local partners are welcome to join depending on the total number of partners in order to maintain a balance between suppliers and clients. If a destination could not make it and is interested to take part, there will be a possibility to be represented by a local partner. - Number of local partners: max one local per destination	Open to sub partner Local partners are welcome to join depending on the total number of partners in order to maintain a balance between suppliers and clients. If a destination could not make it and is interested to take part, there will be a possibility to be represented by a local partner. Maximum one local partner per destination. Price not including travel cost, nor accommodation, nor VAT.
01/01/2024 – 12/31/2024	<b>Belgium: eNewsletter</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	6 eNewsletters are planned through the year. Short and attractive new ideas sent to 1200 clients of our database. eNewsletters will be sent out in January, March, May, September, October and December.	News and original ideas from the Swiss partners are always welcome! Content is king.	News and original ideas from the Swiss partners are always welcome! Content is king!
01/01/2024 – 12/31/2024	<b>Belgium: Stand alone-eNewsletter</b>	<b>Comments</b>	<b>Cost CHF</b> 500
	Special Edition of eNewsletter in SCIB Belgium format about your destination. Content provided by partner and edited by SCIB. Goes out to approximately 1500 buyers.	Content provided by partner and edited by SCIB. Max 2 partners/year. First come, first served.	Max 2 partners/year. First come, first served. Price not including VAT.

03/14/2024 – 03/24/2024	<p><b>Belgium: Study Trip: “Winter” study trip</b></p> <p>Organization of a study trips for Belgian PCO’s and incentive houses. Participation of 8-10 meeting planners from PCO’s and incentive houses in a winter destination. Duration: 3 days/2 nights. Idea is to combine if possible a city and a mountain destination close to the city.</p>	<b>Comments</b>	<b>Cost CHF</b> 0
01/01/2024 – 12/31/2024	<p><b>Belgium: Communication package(Print &amp; Online): Focus on Associations</b></p> <p>SCIB Brussels always tries to get media coverage in the Belgian magazines and to integrate the partners where it’s possible. With this “communication” package, we will provide the interested partners a detailed annual communication plan featuring their destination and key selling points through different specialized media in the meetings or congress business.</p> <p>Media Package with focus on associations</p> <ul style="list-style-type: none"> <li>•Advertorial 2 pages in Boardroom Magazine(printed edition) circulation 8’000 (you will pay for 1)</li> <li>•Insert in the e- Zine of Boardroom sent to 16’000 contacts</li> <li>•Insert in the Associationplanner.eu e-news sent to 1’995 contacts and online content on the website</li> <li>•Insert in the Corporatepanner.be e-news sent to 2’000 contacts and online article on the website</li> </ul>	<p><b>Comments</b></p> <p>Detailed annual media/communication plan at the beginning of the year and complete reporting at the end of the year. Content delivered by the partner.</p>	<p><b>Cost CHF</b></p> <p>4’000</p> <p>Partners to cover the costs for the land arrangement. Total 8 -10 people, 3-4 nights. If possible, combination of 2 destinations: city+ winter destination.</p> <p>Content delivered by the partner. Price not including VAT.</p>
01/01/2024 – 12/31/2024	<p><b>Belgium: Communication package: Digital package: focus associations</b></p> <p>SCIB Brussels always tries to get media coverage in the Belgian magazines and to integrate the partners where it’s possible. With this “communication” package, we will provide the interested partners a detailed annual communication plan featuring their destination and key selling points through different specialized media in the meetings or congress business.</p> <p>Digital Media Package with focus on associations</p> <ul style="list-style-type: none"> <li>•Article with pictures during one month on the website Meeting Media Company (2 weeks visit: 1500)</li> <li>• Insert in the HQ e-news sent by Meeting Media Company targeting 17’000 contacts worldwide (11’000 in Europe)</li> <li>•Banner one month (average monthly clicks 5000)</li> <li>• Banner in HQ news</li> <li>•Insert in the Associationplanner.eu e-news sent to 1’995 contacts and online content on the website</li> </ul>	<p><b>Comments</b></p> <p>- Detailed annual media/communication plan at the beginning of the year and complete reporting at the end of the year. Content delivered by the partner. A light version of the package is also possible without the 2 banners for 2’500 CHF.</p>	<p><b>Cost CHF</b></p> <p>4’500</p> <p>Content delivered by the partner. Price not including VAT. Full package 4’500 CHF; light version without 2 banners: 2’500 CHF</p>

01/01/2024 – 12/31/2024	<p><b>Belgium: Communication package: Digital package: focus on corporate/agencies meetings and incentives</b></p> <p>SCIB Brussels always tries to get media coverage in the Belgian magazines and to integrate the partners where it's possible.</p> <p>With this "communication" package, we will provide the interested partners a detailed annual communication plan featuring their destination and key selling points through different specialized media in the meetings or incentive business.</p> <p>Digital Media Package with focus on corporate meetings and incentives</p> <ul style="list-style-type: none"> <li>•Publireportage on the website of Mice-magazine.com : 800 visitors/day. Shared on Facebook, Twitter, Instagram</li> <li>•Insert in their eNewsletter sent to 45'000 contacts and link to online content o the website</li> <li>•Insert in the Corporateplanner.be e-news sent to 4'500 contacts and online content on the website</li> </ul>	<p><b>Comments</b></p> <p>- Detailed annual media/communication plan at the beginning of the year and complete reporting at the end of the year. Content delivered by the partner.</p>	<p><b>Cost CHF</b></p> <p>3'000</p> <p>Content delivered by the partner. Price not including VAT.</p>
01/01/2024 – 12/31/2024	<p><b>Belgium: Study Trip: "Thematic" study trip</b></p> <p>The idea is to organise a study trip on a specific theme: could be the Swiss cities, sustainability, corporate volunteering... depending on the destinations interested in hosting Belgian meeting planners. Let's discuss a specific programme either for agencies or for corporates in collaboration with an agency.</p> <p>Participation of 8-10 meeting planners. Duration: 3 days/2 nights.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b></p> <p>0</p> <p>Partners to cover the costs for the land arrangement. Total 8 -10 people, 2-3 nights depending on program and destinations</p>
01/01/2024 – 12/31/2024	<p><b>Belgium: BBT : Speed dating workshops</b></p> <p>BBT will organize a B2B event, speed date workshop for the Belgian meetings and incentives agencies. 80 suppliers and 80-100 planners are expected. Speed date workshop followed by walking dinner. Mainly agencies. Good opportunity to meet the major agencies.</p> <p>Most of the time there are 2 editions per year: a summer edition in June and a winter edition in December. TBC</p>	<p><b>Comments</b></p> <p>Possibility to book a table. Local partners are welcome to join. Please note:</p> <ul style="list-style-type: none"> <li>-This event attracts mainly incentive and event agencies, few corporates and almost no associations,</li> <li>- A lot of visitors are interested in Belgium and neighbouring countries</li> <li>-is the only "MICE" platform and one of the cheapest, apart from SCIB events.</li> <li>- It is not possible to make appointments in advance (no online appointment system) and you will not meet all the participants.</li> </ul>	<p><b>Cost CHF</b></p> <p>1'600</p> <p>Open to sub partner Possibility to book a table. Cost between 1475 € and 1575 €. Local partners are welcome to join. Special price as from 5 tables/Swiss partners through SCIB. Not including VAT.</p>
01/01/2024 – 12/31/2024	<p><b>Belgium: Ad-hoc Events: Networking events at existing platforms</b></p> <p>Clients are always looking for originality and newness It becomes more and more difficult to attract them and to convince them to attend workshops, fairs and events.</p> <p>SCIB Brussels will regularly check the event calendar and third-party events will be suggested on an ad hoc basis. The cost will depend on the price requested by the organiser.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b></p> <p>2'000</p> <p>The cost will depend on the price requested by the organiser.</p>

01/01/2024 – 12/31/2024	<b>Netherlands: eNewsletter.</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	Mailing of short attractive-eNews. Planned 3-4 eNewsletter over the year		Partners provide news with text and pictures
10/14/2024 – 11/01/2024	<b>Roadshow and sales calls in Beijing, Shanghai and Guangzhou.</b>	<b>Comments</b> The final date will be informed in the beginning of 2024.	<b>Cost CHF</b> 500
	<p>One week call in China. The final date will be updated by early of 2024.</p> <p>Combination of:</p> <ul style="list-style-type: none"> <li>- Indoors visits to agencies;</li> <li>- Internal training of agencies;</li> <li>- Afternoon tea gatherings in Beijing and Shanghai.</li> </ul> <p>SCIB provides offline &amp; online participations.</p> <p>Onsite version: Full participation onsite.</p> <p>Online version: ONLY participate in two afternoon tea gatherings (Beijing &amp; Shanghai), pre-recording presentation with ca. 10-15 mins and livestream with onsite agencies for Q&amp;A and interactive communications with all online participants ca. 10 - 15 mins.</p>		<p>Option 1: Online participation fee: 500CHF per time, only accept max. 3 online allotment. ONLY participate in two afternoon tea gatherings (Beijing &amp; Shanghai), pre-recording presentation with ca. 10-15 mins and livestream with onsite agencies for Q&amp;A and interactive communications with all online participants ca. 10 - 15 mins.</p> <p>Option 2: Offline participation fee: 4000CHF Price not including travel cost to and within China nor hotel accommodation. Included all events and transportation to the sales calls.</p>
09/01/2024 – 10/31/2024	<b>Study trip for agencies in cooperation with one hotel group</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	<ul style="list-style-type: none"> <li>- Jointly worked with one hotel group for study trip in Switzerland.</li> <li>- Planned invite 8 -10 MICE agencies from China + 1 SCIB escort + 1 hotel escort.</li> <li>- Destination tbc.</li> </ul>		Landing arrangement.
11/16/2024 – 12/10/2024	<b>IBTM Barcelona including Pre or Post tour to Switzerland</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	<ul style="list-style-type: none"> <li>- Participation of a SCIB team member to IBTM in Barcelona;</li> <li>- Post tour to Switzerland in cooperation with one hotel group or agency with 8-10 chinese clients;</li> <li>- Destinations: TBC.</li> </ul> <p>IBTM date is tbc.</p>		Landing arrangement.
10/27/2024 – 11/04/2024	<b>Educational theme weekend event for corporate with one agency and one partner.</b>	<b>Comments</b>	<b>Cost CHF</b> 3'000
	<p>Together with one agency, SCIB will invite 8-10 corporate clients with potential for Switzerland to a weekend.</p> <p>Programm:</p> <ul style="list-style-type: none"> <li>- Educational: presentations about Switzerland as an incentive destination towards the destination of partner;</li> <li>- Networking lunches and dinners with the clients.</li> <li>- Date and city could be discussed. Currently, the date will be connected with SCIB sales call tour in Autumn.</li> </ul>		Partner could register and spend the weekend with all the good quality clients, all the accommodation during weekend, meals, transfer from city center to event venue, event and sharing workshop will be included.

01/01/2024 – 12/31/2024	<b>WeChat Mini App MICE Guide</b>  - Newly released digital MICE brochure focused on China market since 2024. - Based on WeChat platform and usage friendly for MICE agencies, end-consumers and DMCs. - Integrated the records of Webinar trainings which after video editing(e.g. with necessary Chinese subtitles and optimization. Each record: ca. 10 - 15 mins.) - Registration entrances for Online or offline MICE event in China.	<b>Comments</b> The communication will be kicked off since end of 2023 for the content preparation.	<b>Cost CHF</b> 500  - Each uploaded webinar training video: 500 CHF, incl. post production fee and translation fee if necessary. Suggestion: each video 10 -15 mins, not too big and with some specific focus and MICE news for 2024. - The booking has to be under destination. Content could be discussed.
05/01/2024 – 05/31/2024	<b>IMEX Frankfurt incl. Pre Convention tour with hotel group</b>  Participation at the SCIB booth. Individual and group appointments from China. Tours to Switzerland: - Pre or Post Tour with one hosted buyer group. - Destinations tbc	<b>Comments</b>	<b>Cost CHF</b> 0  Landing operation.
01/01/2024 – 12/31/2024	<b>Media coverage</b>  Advertorial for MICE in Switzerland on - News Papers - MICE Related magazines Intergrate with partners in the content and providing advertisement space in the supplement for each participating partners	<b>Comments</b>	<b>Cost CHF</b> 0
01/01/2024 – 12/31/2024	<b>Marketing Destination Wedding</b>  Development of China (concentration on Beijing, Shanghai, Guangzhou/Shenzhen, Chengdu, Hong Kong and Taipei) as main market for Wedding destination. The focus will be on the following activities: - Handling of requests for proposals and database management - Sales calls travel agencies or wedding planners. - Integration of Wedding content in the leisure WeChat and other social media channels. - Destination wedding planner event, introduction of swiss locations and wedding ideas in selectec cities in China.	<b>Comments</b>	<b>Cost CHF</b> 0  Upon request.

07/01/2024 – 08/15/2024	<b>SCIB: 10th Annual MICE India &amp; Luxury Travel Congress (MILT) in Mumbai + 1 more city... like Delhi / Bangalore</b>	<b>Comments</b>	<b>Cost CHF</b>
	<p>By invitation only Congress, bringing together corporate buyers, agencies, incentive houses, destination wedding planners and bollywood location managers from across India who are actively sourcing new destinations to host their upcoming events.</p> <p>-The agenda, offers good insights on the Indian MICE and travel market through various keynotes, panel discussions and round table sessions.</p> <p>- In each city, 8 fixed pre scheduled 1:1 matching appointments are arranged with the most influential buyers in India. The appointments can go upto 15 too.</p> <p>- The organisers invite top Indian corporate companies, who have been handpicked on the basis of their budgets and decision making abilities.</p>	<p>This year it was held in Goa.</p> <p>SCIB India took part in 2 other event in Mumbai &amp; Delhi. We will decide on next years participation after getting a feedback of 2023 event in Goa</p>	<p>6'000</p> <p>- Single table with individual branding, and individual meetings/ appointments: CHF 6'000 per city. If the Swiss partner wishes an additional person (extra representative) on his/her table the cost is CHF 995</p> <p>- Sharing the table with a partner (no individual branding and the meetings /appointments will be shared): CHF 3'500 per city per partner</p> <p>- Clubbed special offer: Sharing table at MILT Congress (single city) plus Sales call package in 3 cities (pre &amp; post MILT) CHF 10'500</p> <p>IMP: Overseas flights, intercity fights and hotel overnights are on your own budget. Transfers within city are included in the cost, only if taking the sales call package.</p>
05/14/2024 – 05/16/2024	<p><b>SCIB: IMEX incl. Pre - or Post tour to Switzerland.</b></p> <p>The meeting / incentive planners from MICE agencies &amp; Corporate companies will be attending IMEX in Frankfurt as hosted buyers. SCIB will organise a Pre or Post IMEX study trip to Switzerland.</p> <p>Looking at having approx. 8 to 10 Indian buyers.</p> <p>- If possible will try to work jointly with a hotel chain having a GSO in India and who have hotels in Switzerland.</p> <p>- The hotel overnights will be hosted by the hotel chain &amp; interested Swiss partners will organise the land / ground arrangements.</p>	<b>Comments</b>	<b>Cost CHF</b> 0
01/01/2024 – 12/31/2024	<p><b>SCIB: Site inspections.</b></p> <p>To assist and support Corporate companies with organising site inspections, whenever necessary and relevant.</p> <p>Assistance is provided in form of either offering Swiss Travel Passes, a local contact, a local program including hotels for 1 to 2 overnights, including liaising with both SCIB HQ and Swiss partners.</p>	<b>Comments</b>	<b>Cost CHF</b> 0
02/01/2024 – 12/15/2024	<p><b>SCIB: Corporate Educational Trip.</b></p> <p>SCIB India will work jointly with a reputed MICE agency or SWISS.</p> <p>Will identify the best corporate clients pan India, jointly with the MICE agency or SWISS for an educational trip to Switzerland.</p> <p>A very good medium to showcase the destination directly to the end clients who plan &amp; influence Incentive travel for their organisations.</p> <p>Between 8 to 10 pax to be part of the educational trip</p>	<b>Comments</b> Dates to be defined by Jan 2024	<b>Cost CHF</b> 0

01/19/2024 – 01/19/2024	<b>SCIB: MICE Travel Mart /Optimice Event in Delhi.</b>	<b>Comments</b>	<b>Cost CHF</b> 800
	<p>The event is one-on-one meetings with Corporate Travel planners. Travel decision-makers from various Corporate Houses, Wedding Planners, and Event Planners are pre-identified for the MICE groups and business travel,</p> <p>The appointments are face to face and they will take place in the unique 'Reverse MarketPlace' meeting room. The Reverse MarketPlace is a unique set up for interaction as the Buyers sit for a dedicated two hours while the exhibitors move from table to table meeting their important MICE Buyers.</p> <p>The first Reverse Market Place Session will cover 2 hours with 30 pre-qualified Corporate Buyers from across India. The second session will take place with a different set of 30 pre-qualified Corporate Buyers from the city it is being held. These sessions will give exhibitors the chance to meet with corporate decision-makers and discuss MICE travel options.</p> <p>IMPORTANT: Recommend this activity to Swiss Partners only if joining for Pre or Post sales activity</p>		
01/19/2024 – 11/30/2024	<b>SCIB: Individual Sales Activity plan for partners.</b>	<b>Comments</b>	<b>Cost CHF</b> 4'000
	<p>SCIB will plan 5 day sales activity (workshop/sales call/ presentation) for Swiss partners.</p> <p>Three cities part of the sales activity. Flexible to make it tailormade according to the wishes of the Swiss partner.</p> <p>There is a possibility to combine it with Pre / Post MTM Optimice event or MILT event or combine it with your business trip for ST Inida Leisure activities.</p> <p>The sales trip can be organised in a combination of Region along with hotel /attraction.</p>		
06/01/2024 – 06/30/2024	<b>SCIB: MICE Travel Mart /Optimice Event in Mumbai.</b>	<b>Comments</b>	<b>Cost CHF</b> 800
	<p>The event is one-on-one meetings with Corporate Travel planners. Travel decision-makers from various Corporate Houses, Wedding Planners, and Event Planners are pre-identified for the MICE groups and business travel,</p> <p>The appointments are face to face and they will take place in the unique 'Reverse MarketPlace' meeting room. The Reverse MarketPlace is a unique set up for interaction as the Buyers sit for a dedicated two hours while the exhibitors move from table to table meeting their important MICE Buyers.</p> <p>The first Reverse Market Place Session will cover 2 hours with 30 pre-qualified Corporate Buyers from across India. The second session will take place with a different set of 30 pre-qualified Corporate Buyers from the city it is being held. These sessions will give exhibitors the chance to meet with corporate decision-makers and discuss MICE travel options.</p> <p>IMPORTANT: Recommend this activity to Swiss Partners only if joining for Pre or Post sales activity</p>		
01/01/2024 – 11/30/2024	<b>SCIB: Print Advertisements &amp; Advertorials.</b>	<b>Comments</b>	<b>Cost CHF</b> 1'000
	<p>Advertisements &amp; Advertorials in relevant travel trade publications in India.</p>		



11/05/2024 – 12/05/2024	<b>SCIB: Pre / Post tour from IBTM World Barcelona.</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	International trade show with participation of meeting planners worldwide. Active participation at the SCIB booth.		
	SCIB India will try to organize a pre IBTM study trip to Switzerland in cooperation with an existing Hosted Buyer Group with at least 5 Indian meeting / incentive planners. If the study trip is not possible then SCIB India will have a presence at the fair to meet up with Indian buyers		
11/15/2024 – 12/23/2024	<b>SCIB: Networking Event with Corporate clients.</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	8 to 10 top Corporate clients will be identified on the basis of the business generated to Switzerland or potential to generate business.		
	They will be invited for a networking lunch/dinner during Christmas period or a christmas hamper will be given as a gesture of appreciation. This would be a basic PR initiative & to say thank you for the business.		
	Region: Mumbai, Delhi, Bangalore and Kolkata		
07/01/2024 – 07/30/2024	<b>SCIB: 11th Annual MICE India &amp; Luxury Travel Congress (MILT).</b> (City TRA)	<b>Comments</b>	<b>Cost CHF</b> 6'000
	<p>By invitation only Congress, bringing together corporate buyers, agencies, incentive houses, destination wedding planners and bollywood location managers from across India who are actively sourcing new destinations to host their upcoming events.</p> <p>-The agenda, offers good insights on the Indian MICE and travel market through various keynotes, panel discussions and round table sessions.</p> <p>- In each city, 8 fixed pre scheduled 1:1 matching appointments are arranged with the most influential buyers in India. The appointments can go upto 15 too.</p> <p>- The organisers invite top Indian corporate companies, who have been handpicked on the basis of their budgets and decision making abilities.</p>		<p>- Single table in one city with individual branding, and individual meetings/ appointments: CHF 6'000. If the Swiss partner wishes an additional person (extra representative) on his/her table the cost is CHF 995</p> <p>- Sharing the table with a partner (no individual branding and the meetings /appointments will be shared): CHF 3'500 per city per partner</p> <p>- Clubbed special offer: Sharing table at MILT Congress (One city &amp; single table) plus Sales call package in 3 cities (pre &amp; post MILT) CHF 9'500</p> <p>- Clubbed special offer: Sharing table at MILT Congress (One city &amp; sharing table) plus Sales call package in 3 cities (pre &amp; post MILT) CHF 7'500</p> <p>IMP: Overseas flights, intercity fights and hotel overnights are on your own budget. Transfers within city are included in the cost, only if taking the sales call package.</p>

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03/01/2024 – 08/31/2024	<p><b>SCIB: Travel Wedding Show 2024.</b> <b>(city...TBA).</b></p> <p>Over a course of these Two days, they intend to bring together top 100 wedding planners from India under one roof.</p> <p>By invitation only. Besides the 1 to 1 meetings with the buyers, there will be various keynote speakers, panel discussions.</p> <p>IMPORTANT: Recommend this activity to Swiss Partners only if joining for Pre or Post sales activity.</p>	<p><b>Comments</b> Dates and city to be advised by mid February 2024</p>	<p><b>Cost CHF</b> 1'000</p> <p>The fee of CHF1000 is for shared table with SCIB.</p> <p>If a seperate tabel is needed it will cost CHF2500.</p>
11/01/2024 – 12/15/2024	<p><b>SCIB: Educational Award Event / off site for Best MICE agencies.</b></p> <p>Top 6 to 8 MICE agencies selling Switzerland from January to October 2024 will be identified for a weekend trip to an offbeat location within India.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b> 800</p> <p>Passive participation from Swiss partner. Possibility to showcase the product / destination live We will build activities in the program for participating partners</p>
10/01/2024 – 11/15/2024	<p><b>SCIB: Sales call to DMC's.</b></p> <p>In cooperation with SCIB London, SCIB India will visit the main accounts in London that are active on the Indian market to have educational session with the staff.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b> 0</p>
01/01/2024 – 11/30/2024	<p><b>SCIB: Sales Calls/In-house Product Training to MICE agencies.</b></p> <p>Sales visits and in-house trainings to qualified contacts to present the various possibilites of Switzerland as a MICE destination.</p> <p>Besides the main metro cities, SCIB will also target smaller cities.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b> 0</p>
01/01/2024 – 11/30/2024	<p><b>SCIB: Corporate sales call.</b></p> <p>Individual Sales call and also Joint sales call with hotels and with Key MICE agencies. Focus is to meet the corporate clients with an affinity to Switzerland &amp; to those who have potential for Switzerland.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b> 0</p>
01/01/2024 – 12/31/2024	<p><b>SCIB: E-newsletters.</b></p> <p>E-newsletters sent out to the Indian MICE database with approximatly 500 clients</p> <p>Register and we coordinate a Mono-Destination Newsletter with 4-6 Topic Boxes or News.</p> <p>Max 6 destinations can register</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b> 500</p>

02/01/2024 – 11/30/2024	<b>SCIB: Intergration of MICE clients in the STE (Leisure) India.</b>	<b>Comments</b>	<b>Cost CHF</b>
	<p>A week long Leisure sales promotional road show through various cities across India.</p> <p>SCIB India will have a table in all cities of the STE India, and will represent Swiss partners at the event.</p> <p>Key buyers pan India will be hosted at a nice location. 1 to 1 workshops, welcome and farewell evening to be part of the weekend program.</p> <p>IMPORTANT: Interested Swiss Partners can join for Post sales activity. For joining the fee will be the cost of sales call package</p>		<p>0</p> <p>For the post STE sales activity, the cost is CHF 4000.</p> <p>SCIB will plan 5 day sales activity (workshop/sales call/presentation) for Swiss partners.</p> <p>Three cities part of the sales activity. Flexible to make it tailor-made according to the wishes of the Swiss partner.</p>
01/01/2024 – 12/31/2024	<b>SCIB: KAM: Sales Calls Germany</b>	<b>Comments</b>	<b>Cost CHF</b>
	<p>Organization of customer visits together with 2-3 Swiss partners in different regions of Germany. The number of appointments: 3-5 appointments per day / 12-15 appointments in total. The customer structure: 80% agencies, 20% corporate customers. Possibly informal lunches and dinners instead of pure Sales Calls or a combination of it.</p>	<p>Dates, locations and formats will be defined in September.</p>	<p>3'300</p> <p>Participation to the sales calls, networking lunches, dinners.</p>
01/01/2024 – 12/31/2024	<b>SCIB: KAM: Advertorial on „MICE Club“</b>	<b>Comments</b>	<b>Cost CHF</b>
	<p>The MICE Club is an online portal for the MICE and event industry and has a huge contact network with qualified industry players as well as potential customers and partners. The portal serves as a networked online meeting place for qualified suppliers and planners.</p> <p>Newsletter recipients: 25.000 addresses (67% planners/33% suppliers)</p> <p>Social media: a total of 40.000 contacts &amp; followers (via LinkedIn, Facebook, Twitter and Xing)</p> <p>Advertorial: article on a topic of our choice, linking for 2 weeks on the homepage of the MICE Club magazine, distribution via social media, embedding as news in the MICE Club newsletter.</p>	<p>Further marketing measures are possible with this partner on request during the year.</p>	<p>1'000</p>
01/01/2024 – 12/31/2024	<b>SCIB: KMM: Advertorial in „tw tagungswirtschaft“</b>	<b>Comments</b>	<b>Cost CHF</b>
	<p>Advertorial in the "tw tagungswirtschaft" newsletter and is the trade publication for everyone who organizes business events. For more than 40 years, the publication of Deutscher Fachverlag has been reporting factually and independently on the international MICE market. It is read by planners of B2B events, as well as decision-makers in the marketing and human resources departments and their service providers in agencies, conference centers, hotels and tech companies. In total 4 magazines per year.</p>	<p>Further marketing activities are possible with this partner on request during the year.</p> <p>4 Magazines per year (15. March, 17. May, 06. September, 22. November)</p> <p>Different ad formats possible. <a href="https://emag.tw-media.com/tw-mediadaten-de-2023/emag-anzeigenformate">https://emag.tw-media.com/tw-mediadaten-de-2023/emag-anzeigenformate</a>.</p>	<p>3'000</p> <p>Different ad formats possible.</p> <p><a href="https://emag.tw-media.com/tw-mediadaten-de-2023/emag-anzeigenformate">https://emag.tw-media.com/tw-mediadaten-de-2023/emag-anzeigenformate</a></p>

01/01/2024 – 12/31/2024	<p><b>SCIB: KMM: Advertorial in „tw tagungswirtschaft“ newsletter</b></p> <p>Advertorial in the "tw tagungswirtschaft" newsletter and is the trade publication for everyone who organizes business events. For more than 40 years, the publication of Deutscher Fachverlag has been reporting factually and independently on the international MICE market. It is read by planners of B2B events, as well as decision-makers in the marketing and human resources departments and their service providers in agencies, conference centers, hotels and tech companies.</p> <p>The tw weekly distribution list has a total of 15.000 recipients. The newsletter is sent exclusively to recipients who have registered for the newsletter in advance. The average open rate is 20 - 29%.</p>	<p><b>Comments</b></p> <p>Further marketing measures are possible with this partner on request during the year.</p> <p>Example: <a href="https://bit.ly/3LSH56X">https://bit.ly/3LSH56X</a></p> <p>Stand-Alone Newsletter (10.000 recipients) CHF 6.500</p> <p>Example: <a href="https://bit.ly/3fk9TsD">https://bit.ly/3fk9TsD</a></p>	<p><b>Cost CHF</b></p> <p>1'350</p> <p>Further marketing measures are possible with this partner on request during the year.</p>
01/01/2024 – 12/31/2024	<p><b>SCIB: KMM: Advertorial in „cim“ magazine</b></p> <p>CIM - Conference &amp; Incentive Management is a business magazine for the congress, incentive and event business and (as one of the European trade magazines for the local and global meeting business) addresses decision-makers and planners of events in companies, agencies and associations.</p> <p>CIM is published four times a year. Print edition: 19.000 Digital views: 4.500</p>	<p><b>Comments</b></p> <p>Different ad formats possible: 1/3 page = CHF 3.500 1 page = CHF 6.800 2 advertorials = from CHF 4.100 up to CHF 7.100 (special offer).</p> <p>Further marketing activities also possible during the year. Costs 2024 „TBA“.</p>	<p><b>Cost CHF</b></p> <p>3'500</p> <p>Different ad formats possible: 1/3 page = CHF 3.500 1 page = CHF 6.800 2 advertorials = from CHF 4.100 up to CHF 7.100 (special offer).</p> <p>Further marketing activities also possible during the year. Costs 2024 „TBA“.</p>
01/01/2024 – 12/31/2024	<p><b>SCIB: KMM: Advertorial in „BlachReport“</b></p> <p>Every 14 days, the BlachReport provides up-to-date and well-founded information on trends and tendencies for management in live communication. It covers projects and developments in marketing and media events, sponsoring, promotions, brand architecture and communication. Permanent interlocutors of the editorial are managing directors and managers in companies, agencies, locations and destinations. Competently researched main topics supplement the current reporting.</p> <p>The BlachReport is published as a print and digital edition and can be used in the browser as well as in the apps for the iOS and Android platforms.</p> <p>Distribution: 3.000 copies</p>	<p><b>Comments</b></p> <p>Different ad formats possible: 1/3 page = CHF 500 1 page = CHF 1.100</p> <p>Further marketing activities also possible during the year. Costs 2024 „TBA“.</p>	<p><b>Cost CHF</b></p> <p>500</p> <p>Different ad formats possible: 1/3 page = CHF 500 1 page = CHF 1.100</p> <p>Further marketing activities also possible during the year. Costs 2024 „TBA“.</p>
01/01/2024 – 12/31/2024	<p><b>SCIB: KAM: Advertorials „MICEboard“</b></p> <p>MICEboard is a community for German-speaking event planners who have in common that they regularly organise events outside Germany.</p> <p>The community site MICEboard.com generates up to approx. 8.000 users per month and even more via the various MICEboard pages and groups in various social media. In total, MICEboard "plays" 22 of its own communities in the social networks and almost 2.500 subscribers a week with a newsletter sent by mail. More than 1.000 other users read this newsletter online every week.</p>	<p><b>Comments</b></p> <p>Package options: 1 advertorial = CHF 1.000 3 advertorials = CHF 3.000 5 advertorial = CHF 5.000 7 advertorials = CHF 7.000</p> <p>MICE Newsroom = CHF 18.000</p>	<p><b>Cost CHF</b></p> <p>1'000</p> <p>Package options: 1 advertorial = CHF 1.000 3 advertorials = CHF 3.000 5 advertorial = CHF 5.000 7 advertorials = CHF 7.000</p> <p>MICE Newsroom = CHF 18.000</p> <p>Open to SCIB partners and subpartners.</p>

01/01/2024 – 12/31/2024	<p><b>SCIB: KAM: „Exclusive“ Sales Calls Germany</b></p> <p>Organization of customer visits exclusive for one Swiss region in different regions of Germany. The number of appointments: 3-5 appointments per day / 12-15 appointments in total. The customer structure: 80% agencies, 20% corporate customers. Possibly informal lunches and dinners instead of pure Sales Calls or a combination of it.</p>	<p><b>Comments</b></p> <p>Dates, locations and formats will be defined in September.</p>	<p><b>Cost CHF</b></p> <p>7'500</p> <p>Participation to the sales calls, networking lunches, dinners.</p>
01/01/2024 – 12/31/2024	<p><b>SCIB: KAM: B2B-Event 3rd Parties: „Illerhaus Marketing“ Branchentreff</b></p> <p>For over 20 years, Illerhaus Marketing has been focusing on valuable, profitable and inspiring networking events under professional conditions. MICE Industry Meetings and MICE Networking Lounges are personal networking platforms organized by Illerhaus Marketing (business networking platform of the MICE industry).</p> <p>Preparation and follow-up by Illerhaus, this includes: Press releases in the German trade press (online &amp; print), PREGAS Special offer newsletter.</p>	<p><b>Comments</b></p> <p>Dates and Locations 2024: Hamburg - 01. Februar 2024 MICE Boat Show NRW - 24. - 26.3.2024 Starnberg: 18.7.2024 Schweiz: Oktober 2024? Around Stuttgart - Oktober/November 2024</p> <p>MICE industry meeting (ship events): CHF 3.000 (per location) MICE boat show NRW: „TBA“ Networking Lounge: CHF 2.500 (per location)</p> <p>Open to SCIB partners and sub-partners.</p>	<p><b>Cost CHF</b></p> <p>2'500</p> <p>MICE industry meeting (ship events): CHF 3.000 (per location) MICE boat show NRW: „TBA“ Networking Lounge: CHF 2.500 (per location)</p> <p>Open to SCIB partners and sub-partners.</p>
10/14/2024 – 10/31/2024	<p><b>SCIB: KAM: Study trip with „Illerhaus Marketing“</b></p> <p>Study trip for event planners, press and multipliers organized by Illerhaus Marketing, who brings together the players in the MICE industry. For over 20 years, Illerhaus Marketing has been focusing on valuable, profitable and inspiring networking events under professional conditions.</p> <p>The entire participant management of the study trip is carried out by Illerhaus Marketing as well as the promotion of the trip. All additional event costs (program, F&amp;B, shuttles) are covered by the destination in addition to the participation fee.</p> <p>The travel costs (arrival and departure with Deutsche Bahn as well as the Swiss Travel Pass) will be covered by SCIB.</p> <p>Date and location are „TBA“.</p>	<p><b>Comments</b></p> <p>Re-financing through participant fees is possible (e. g. Illerhaus can charge the participants 98 CHF each, so that in the end you have 1.470 CHF with 15 participants and these are then deducted from the total costs.</p>	<p><b>Cost CHF</b></p> <p>7'750</p> <p>Re-financing through participant fees is possible.</p>
01/01/2024 – 12/31/2024	<p><b>SCIB: KAM: Study trip „Discover Switzerland“</b></p> <p>Organization of a study trip to discover Switzerland as a MICE-destination. It would be ideal to combine a city and mountain destination close to the city.</p> <p>Participation of 8-10 meeting planner from Germany for a duration of 3 - 4 days (2/3 nights). The recruitment of buyers is done by SCIB. The program will be created by destination in consultation with SCIB - sustainability has to be considered (for instance with corporate volunteering).</p>	<p><b>Comments</b></p> <p>Partners cover the costs for land arrangement. Flights and Swiss Travel Pass will be paid and organized by SCIB.</p> <p>Date and location are „TBA“.</p>	<p><b>Cost CHF</b></p> <p>0</p> <p>Organisation of complete land program.</p>
01/01/2024 – 12/31/2024	<p><b>SCIB: KAM: Networking Event</b></p> <p>Organization of a networking event in Gemany. Meeting planners from German agencies, corporate accounts and associations will be invited (30 persons).</p>	<p><b>Comments</b></p> <p>Date and location are „TBA“. Could be an cooking (Kitchen Party) or tasting event. Keynote and workshops maybe possible.</p>	<p><b>Cost CHF</b></p> <p>2'000</p> <p>Participation and Presentation at the Networking Event.</p>

01/01/2024 – 12/31/2024	<p><b>SCIB: KAM: B2B-Event 3rd Parties: „loop“ MICE</b></p> <p>Lobster Experience organizes the loop MICE, which connects professionals from luxury tourism products and providers worldwide with top-quality MICE buyers from the German speaking market. You gather at a highly efficient and productive level: Each supplier has 34 scheduled appointments of 15 minutes each – together with a fantastic off-location-program you find networking at its best! Gain full awareness for your product and create your personal MICE luxury network!</p>	<p><b>Comments</b></p> <p>LOOP SPRING Losinj Hotels &amp; Resorts, Croatia MICE April 11 – 14, 2024 – 6.500 CHF</p> <p>LOOP AUTUMN Grand Hotel Stockholm, Sweden MICE October 31 – November 04, 2024 - 6.500 CHF</p>	<p><b>Cost CHF</b></p> <p>6'500</p> <p>Costs per Event</p>
01/01/2024 – 12/31/2024	<p><b>SCIB: KAM: B2B-Event 3rd Parties: „MEET GERMANY“ SUMMITS</b></p> <p>As the largest B2B network in the German-speaking region, the MEET GERMANY community bundles synergies with an event focus.</p> <p>B2B NETWORK with over 37.000 contacts, of which 83% are decision-makers composition: 68% planners   32% suppliers. Contact point for event organizers, bundles knowledge, experiences as well as contacts and presents experts, trends, innovations and best practice cases. Various summits in different cities in Germany (cities 2024 not yet determined).</p> <p>MEET GERMANY SUMMITS create an interactive, targeted event format for suppliers who want to get in touch with qualified contacts, event planners, as often as possible in as little time as possible.</p>	<p><b>Comments</b></p> <p>Prices: small CHF 2.300 / medium CHF 3.500 / large CHF 6.500</p> <p>Dates &amp; Locatios: 13.-14.03. Bavaria 24.-25.04. Berlin 04.-05.09. Rhein-Main 06.-07.11. NRW</p> <p>Open to SCIB partners and sub-partners.</p>	<p><b>Cost CHF</b></p> <p>2'300</p> <p>Prices: small CHF 2.300 / medium CHF 3.500 / large CHF 6.500</p> <p>Dates &amp; Locatios: 13.-14.03. Bavaria 24.-25.04. Berlin 04.-05.09. Rhein-Main 06.-07.11. NRW</p> <p>Open to SCIB partners and sub-partners.</p>
01/01/2024 – 12/31/2024	<p><b>SCIB: KAM: presentation on „fiylo“</b></p> <p>fiylo“ stands for “find your location” and is Germany’s leading search portal for special event spaces. The sales network comprises a network of 30.000 event planners throughout Germany. Presentation on website „fiylo“.</p> <p>At fiylo event planners can find the most exclusive event locations and top service providers. Fiylo brings searchers and providers together quickly and easily in a direct way. Placement in search results according to alphabetical ranking inclusive all matching occasions and inclusive contribution in the newsletter "New at fiylo".</p>	<p><b>Comments</b></p> <p>Costs: CHF 2.000 per property (hotel/event location) - special conditions (normally price is CHF 4.000 per venue)</p> <p>Transfer of activities to sub- partners (locations, hotels etc. ) possible, the lead is the responsibility of the region/destination.</p> <p>Open to SCIB partners and sub-partners.</p>	<p><b>Cost CHF</b></p> <p>2'000</p> <p>Costs: CHF 2.000 per property (hotel/event location) - special conditions (normally price is CHF 4.000 per venue)</p> <p>Transfer of activities to sub- partners (locations, hotels etc. ) possible, the lead is the responsibility of the region/destination</p> <p>Open to SCIB partners and sub-partners.</p>
01/01/2024 – 12/31/2024	<p><b>SCIB: KAM: „MEET GERMANY“ newsletter</b></p> <p>As the largest B2B network in the German-speaking region, the MEET GERMANY community bundles synergies with an event focus. B2B network with over . contacts. The business community has been connecting protagonists from the event industry, from destinations as well as from the MICE and business travel industry since 2010.</p> <p>MEET GERMANY is a fixed point of contact for event organizers, bundles knowledge, experience and contacts and presents experts, trends, innovations and best practice cases.</p> <p>Package includes 1x banner and 1x advertorial (text article with image) in the community newsletter "Insights" (3.500 contacts, 30% open rate, 12% click rate).</p>	<p><b>Comments</b></p> <p>Further marketing activities also possible during the year. Costs 2024 „TBA“.</p>	<p><b>Cost CHF</b></p> <p>1'000</p>

01/01/2024 – 12/31/2024	<b>SCIB: KAM: „MEET EUROPE“ in Switzerland</b>	<b>Comments</b>	<b>Cost CHF</b>
	After the successful staging of Meet Europe in Zurich (2021) and in St. Gallen (2022), this format could be held again in 2024/2025.	Possible Dates: 18. - 20.06.2024 02. - 04.07.2024 24. - 26.09.2024	2'700
	The concept of previous years is adopted. The event starts on the 1st day with a comprehensive networking evening where buyers meet suppliers. On the 2nd day, the focus is on the hosting destination and its supporting programs/activities. On Day 3 there are three optional post tours to choose from.	The hosted destination is welcome to specify alternative dates.	There are various participation packages to book depending on the number of participants per destination:
	A new host destination is being sought and, depending on interest, two other destinations for the Post tours.	There are various participation packages to book depending on the number of participants per destination:	Package 1: Participation only on the network evening CHF 2.700.
	The topic in 2024 should continue to be sustainability.	Package 1: Participation only on the network evening CHF 2.700.	Package 2: Participation on the network evening plus a whole day on Destination Day (2nd day) CHF 3.500.
	Target groups 70 planners on day 1 & 2 35 planners on the post tours 2/3 from Germany/Austria/possibly. Europe 1/3 from Switzerland Focus: Corporates & Agencies	Package 2: Participation on the network evening plus a whole day on Destination Day (2nd day) CHF 3.500.	Package 3: Special price for 3 participants from one destination on the network evening and 1 person on the destination day CHF 7.600.
		Package 3: Special price for 3 participants from one destination on the network evening and 1 person on the destination day CHF 7.600.	Package 4: Special price for 5 participants from one destination on the network evening and 2 participants on the destination day CHF 12.900.
		Package 4: Special price for 5 participants from one destination on the network evening and 2 participants on the destination day CHF 12.900.	Arrival and hotel accommodation must be paid for separately.
		Arrival and hotel accommodation must be paid for separately.	Arrival and hotel accommodation must be paid for separately.
10/14/2024 – 10/31/2024	<b>SCIB: KAM: MICE Networking-Event „Illerhaus Marketing“</b>	<b>Comments</b>	<b>Cost CHF</b>
	For 22 years we have been focusing on successful networking under professional conditions. Illerhaus Marketing events always take place in extraordinary destinations and offer both exhibitors and event planners a proven platform for establishing and expanding sustainable business contacts.	The date should be mid to late October. The Event could take place on a boat or maybe over the top on a peak.	5'100
	The suppliers receive a transparent calculation and do not have to fear extra costs for marketing packages or extended presentation times. They receive the contact details of the planners before the event so that they can better prepare for the talks. And the visitors benefit from new, compact and topic-related information and personal conversations in extraordinary locations.	The event can be combined with a subsequent FamTrip (extra costs). Several FamTrips to different nearby destinations would also be possible.	You offer: Exhibition space (size per format), Furniture, Technology Staff, Decoration, F&B, Location visit if necessary.
		approx. 20 - 60 qualified buyer depending on format approx. 10 - 30 suppliers depending on format	Open to SCIB partners and sub-partners.
		Costs: CHF 5.100	
		Open to SCIB partners and sub-partners.	

01/01/2024 – 12/31/2024	<p><b>SCIB: KMM: Digital Storytelling in „tw tagungswirtschaft“</b></p> <p>"tw tagungswirtschaft" is the trade publication for everyone who organizes business events. For more than 40 years, the publication of Deutscher Fachverlag has been reporting factually and independently on the international MICE market. It is read by planners of B2B events, as well as decision-makers in the marketing and human resources departments and their service providers in agencies, conference centers, hotels and tech companies.</p> <p>The Premium Digital-Advertorial consists of a prominently placed stage on our website www.tw-media.com and a corresponding article page.</p> <p>The use of our website with an average of 17.500 Pls per month (approx. 11.500 unique users) as well as the use of our newsletter twweekly with a reach of approx. 15.000 recipients and parallel playout on our social media channels with correspondingly long runtimes result in an impressive house number in terms of reach. Additional conversion is generated via an advertising banner.</p> <p>The content on the website is not deleted but can still be accessed years later.</p>	<p><b>Comments</b></p> <p>Duration: 1 month, website 4 weeks, 4x playout in the twweekly newsletter, 4 weeks advertising banner alternating on www.tw-media.com as well as 1x postings on twitter, facebook and linkedin within 4 weeks.</p> <p>Example: <a href="https://www.tw-media.com/news/dubai-als-meeting-destination-dubai-als-meeting-destination-132112">https://www.tw-media.com/news/dubai-als-meeting-destination-dubai-als-meeting-destination-132112</a></p>	<p><b>Cost CHF</b></p> <p>8'500</p>
01/01/2024 – 12/31/2024	<p><b>SCIB: KMM: SocialSix „tw tagungswirtschaft“</b></p> <p>Student project group set up by Kerstin Wunsch, editor-in-chief of tw tagungswirtschaft, and Michelle Caroline Speth, lecturer in the Event Management and Technology course at the THM in Gießen, in 2017 as part of the BOE.</p> <p>Students and graduates look at events and event-related topics of today from the perspective of future event planners (and visitors) and report specifically on them both online and offline for tw tagungswirtschaft.</p> <p>For real-time communication, the social media channels of the respective client as well as the channels of tw tagungswirtschaft (facebook, twitter, linkedin and instagram) are used.</p> <p>In other words, during the assignment, the social six should be given temporary partial access to your social media channels in order to be able to post authentically in real time.</p>	<p><b>Comments</b></p> <p>Cost* includes 2 social six delegates to spend 1 day at an event live on location or to scrutinise a selected city and its MICE and Leisure offers, thus taking over the entire social media live communication. Creation of an editorial plan, interviews, videos, subsequent editorial contribution, which is additionally played out on all our platforms and channels.</p> <p>*Additional payment of hotel costs and travel expenses from the client.</p> <p>In view of the distance - the Social Six usually travel from Gießen - an overnight stay should be planned for the evening before.</p> <p>If you have planned a stay of several days, we will charge CHF 2.400 net for the second and each subsequent day for the deployment of 2 Social Six delegates.</p> <p>Could be a good idea to present various destinations in Switzerland. Especially the unknown and could be a part of the topic „Bleisure“.</p>	<p><b>Cost CHF</b></p> <p>4'000</p>
04/18/2024 – 04/20/2024	<p><b>SCIB: KAM: B2B-Event 3rd Parties: „MICE Peak“ (MICEboard)</b></p> <p>The "MICE BOAT" format went ashore for the first time in 2016 and returned as "MICE PEAK".</p> <p>55 buyers: 65% Germany, 30% Switzerland, 5% Austria 32 Exhibitors: 50% from Switzerland &amp; 50% International Format: Workshop with face to face meetings &amp; networking</p>	<p><b>Comments</b></p> <p>Destination &amp; Date: Posen/ Poland: 18. - 20.04.2024</p> <p>Open to SCIB partners and sub-partners.</p>	<p><b>Cost CHF</b></p> <p>7'050</p> <p>Open to SCIB partners and sub-partners.</p>



06/11/2024 – 06/12/2024	<p><b>SCIB: KAM: B2B-Event 3rd Parties: „MICE by Melody“ (MICEboard)</b></p> <p>Participation in various B2B industry and trade events as a representative of the SCIB partners. MICE by Melody" is an industry networking event series where event decision-makers regularly meet and exchange ideas. In addition to an industry talk in a cozy atmosphere, event planners from Germany meet international destination representatives and location specialists who report first-hand on the latest MICE products, offers, innovations and news. - approx. 30-35 event planners from agencies, companies and associations per evening - Format: pure networking event; approx. 18:00-22:00</p>	<p><b>Comments</b></p> <p>Destinations &amp; Dates: Düsseldorf: 11.06.2024 Munich. 12.06.2024</p> <p>Open to SCIB partners and sub-partners.</p>	<p><b>Cost CHF</b></p> <p>2'350</p> <p>Open to SCIB partners and sub-partners</p>
09/01/2024 – 10/31/2024	<p><b>SCIB: KAM: B2B-Event 3rd Parties: „GREEN MILE“ (MICEboard)</b></p> <p>The Green Mile (organized by PeC Kommunikation, MICEboard) is a trade event for event planners from Germany, Austria and Switzerland who organize events of all kinds internationally and place their focus and value on sustainable environmentally friendly means and measures in their planning. The event will take place in Copenhagen in 2023. The event is expected to attract up to 60 buyers who organize events outside their market. There will be a maximum of 30 suppliers for this event. The MICE Peak, which has existed in the past, will be integrated into the Green Mile in 2023.</p>	<p><b>Comments</b></p> <p>Location and Date tba.</p> <p>Open to SCIB partners and sub-partners.</p> <p>The participation package includes: accommodation with breakfast, meals as mentioned in the program, program/activities as mentioned in the program, promotion before, during and after the event (social media, PR, newsletter, etc...)</p>	<p><b>Cost CHF</b></p> <p>7'050</p> <p>Open to SCIB partners and sub-partners.</p>

01/01/2024 – 12/31/2024	<p><b>SCIB: KMM: Blog-Posting with „The MICE Blog“</b></p> <p>The MICE Blog, managed by Irina Graf, caters to key audiences including event agencies, in-house event planners and associations. Its primary demographic consists of event planners aged 25 to 34, along with influential decision makers in the industry. Irina actively engages with her audience by sharing daily updates on LinkedIn, Twitter and Instagram. She also facilitates community-led conversations through interactive digital content, including LinkedIn audio events and live streams. The target audience of The MICE Blog extends to the UK and Germany, reaching over 20.000 event professionals across her social media channels, blog readership and newsletter.</p>	<p><b>Comments</b></p> <p>Individual hotel stay (2-3 days) = CHF 3.000 Includes: 5 posts shared on each platform (LinkedIn, Instagram, and Twitter) over approximately 3 months, or until all hotel features have been featured, and 2 social media posts featuring the destination.</p> <p>FamTrip (3-4 days) = CHF 6.000 Includes: a blog post (5K words for SEO purposes), a total of approximately 15 posts will be shared on each platform (LinkedIn, Instagram, and Twitter) over approximately 3 months or until all partners have been featured.</p> <p>Tailored social media campaign to destination = starting from CHF 10.000</p> <p>Individual visit and coverage. Suitable for focusing on a specific message (e.g., highlighting a business cluster, sustainability focus, creating content for destinations' own channels and giving content rights)</p> <p>Social media channels: LinkedIn: Irina Graf Instagram: @themiceblog Twitter: @themiceblog Blog: www.themiceblog.com</p> <p>Open to SCIB partners and sub-partners.</p>	<p><b>Cost CHF</b></p> <p>3'000</p> <p>Individual hotel stay (2-3 days) = CHF 3.000 Includes: 5 posts shared on each platform (LinkedIn, Instagram, and Twitter) over approximately 3 months, or until all hotel features have been featured, and 2 social media posts featuring the destination.</p> <p>FamTrip (3-4 days) = CHF 6.000 Includes: a blog post (5K words for SEO purposes), a total of approximately 15 posts will be shared on each platform (LinkedIn, Instagram, and Twitter) over approximately 3 months or until all partners have been featured.</p> <p>Tailored social media campaign to destination = starting from CHF 10.000</p> <p>Individual visit and coverage. Suitable for focusing on a specific message (e.g., highlighting a business cluster, sustainability focus, creating content for destinations' own channels and giving content rights)</p> <p>Social media channels: LinkedIn: Irina Graf Instagram: @themiceblog Twitter: @themiceblog Blog: www.themiceblog.com</p> <p>Open to SCIB partners and sub-partners.</p>
01/01/2024 – 12/31/2024	<p><b>E-Newsletter</b></p> <p>SCIB UK E-Newsletter is scheduled quaterly (plus additional special editions) to all contacts within the database (approx. 2500). Content is edited by SCIB UK but partner contributions are more than welcome.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b></p> <p>0</p> <p>News and original ideas from the Swiss partners are always welcome!</p>
01/01/2024 – 01/01/2024	<p><b>E-Newsletter (stand-alone)</b></p> <p>Special edition of E-Newsletter in SCIB UK format about one specific SCIB destination/company. Sent to approximately 2500 buyers 4 to 5 times per year.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b></p> <p>600</p> <p>Content fully provided by SCIB partner destination and edited by SCIB.</p>

MarketingActivities SCIB – – UK/IRELAND

01/01/2024 – 12/31/2024	<b>Key Media Management</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	<p>SCIB UK will continue liaising with key media in the UK in order to get best exposure and also value for money deals. The main magazines are:</p> <ul style="list-style-type: none"> <li>- M&amp;IT, Meeting &amp; Incentive Travel</li> <li>- Conference News and CMW</li> <li>- C&amp;IT</li> </ul>		<p>SCIB looks out for any opportunities in order to be covered wherever possible. This is ongoing and partners will be notified when needed.</p>
01/01/2024 – 12/31/2024	<b>Support with Site Inspections</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	<p>SCIB UK assists wherever relevant with organising site inspections. Assistance is provided in form of either just a rail pass, a contact or a full programme including liaising with both HO and partners.</p>		<p>Land arrangements by SCIB - Hotes for 1 to 2 nights and local support for site inspections</p>
01/01/2024 – 12/31/2024	<b>Study trip to Switzerland with MICE buyers</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	<p>Organisation of a study trip to discover Switzerland as a MICE-destination. Participation of 8-10 meeting planner from the UK and Ireland for a duration of 3 to 4 days (2 to 3 nights). It would be ideal to combine a city and mountain destination. The recruitment of buyers is done by SCIB. The programme will be created by destination in consultation with SCIB.</p>		<p>Partners cover the costs for land arrangement. Flights and Swiss Travel Pass will be paid and organised by SCIB.</p>
			<p>If recruitment is being organised with an agency or media house extra costs may appear.</p>
01/01/2024 – 12/31/2024	<b>Sales Calls (virtual)</b>	<b>Comments</b>	<b>Cost CHF</b> 1'000
	<p>This is a sustainable and cost-effective alternative to physical sales calls in the UK. This consists of approximately 12-15 one-to-one meetings with UK clients over several days. According to interes, it may be theamed according to a destination, a region, Swiss cities or Swiss mountains.</p>		<p>Costs of CHF 1000 are based on sales calls of 3 partners:                      - 1 SCIB Destination + 2 hotel partners                      - 2 SCIB Destination + 1 hotel partner                      - 3 SCIB Destination                      In case of other constellations, prices will be discussed.</p>
01/01/2024 – 12/31/2024	<b>Sales Calls/Roadshow (physical)</b>	<b>Comments</b>	<b>Cost CHF</b> 5'500
	<p>SCIB UK organises on a individual basis sales calls or a roadshow according to the specifications of the SCIB partner. A typical sales roadshow is 2 to 3 days and consists of one-to-one (or group) meetings in client offices or in external venues such as cafés and restaurants, plus one evening event with about 10 clients in a major city. It will be accompanied by SCIB Market Manager and max. 2 Pax from the Destination (s) may join.</p>		<p>Costs for max. 2 pax, three days travelling. Costs may differ due to duration and number of partners. Travel schedules and dates shall be discussed individually.</p>

04/22/2024 – 04/23/2024	<p><b>Switzerland Retreat 2024</b></p> <p>24-hour “Retreat” Style event to access senior event managers and directors to build up key relationship and spending time with them including one-to-one meetings or presentations, networking/teambuilding activities, dinner and overnight. This gives more opportunity to network and bond with the buyers that attend.</p> <p>The Switzerland Retreat 2024 will take place at a unique venue close to Birmingham.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b> 3'500</p> <p>Costs based on 8 Swiss destination partners. Subpartners optional - same costs apply.</p>
03/25/2024 – 03/27/2024	<p><b>C&amp;IT International Forum (Amsterdam)</b></p> <p>This international Forum is being held on a ship in Amsterdam. The three-day 1-on-1 meeting style event is organised by Haymarket/C&amp;IT Magazine and targets agency, corporate and associations. In addition to the meetings, there are seminars for buyers and further networking opportunities over lunch and dinner for suppliers and buyers. Attendance of about 30 MICE buyers.</p> <p>This event can be hosted in 2025 in Switzerland. Maybe this is an option for your destination and you give it a try?</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b> 10'000</p> <p>Fees still to be announced.</p>
09/01/2024 – 09/30/2024	<p><b>M&amp;IT Awards 2024</b></p> <p>The M&amp;IT Awards is the UK MICE industry’s biggest and most prestigious recognition event. It is organised by M&amp;IT magazine and brings together all sectors of the business to reward excellence of service and product. There are many ways to be part of the M&amp;IT Awards including voting, sponsorship and attendance. The event attracts more than 1'300 industry professionals.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b> 600</p> <p>Costs vary depending on the type of participation. Single seat: CHF 600, hosting a table with 6 clients: CHF 3600. Please note: no official meetings, only freeflow networking.</p>
10/01/2024 – 10/31/2024	<p><b>M&amp;IT Agency Challenge 2024</b></p> <p>This live interactive event brings together buyers and suppliers for 2 days and three nights full of engagement and interaction, including a mixture of short presentations, team building and networking. A new and innovative way to network with MICE buyers, similar format to the Switzerland Meeting Trophy.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b> 5'000</p> <p>Costs based on a shared spot with SCIB UK or another Swiss partner. Costs higher for a single spot.</p>
01/25/2024 – 01/25/2024	<p><b>Moulden Marketing Destination Showcase (January)</b></p> <p>One day of 1-to-1 meeting-style event in London with approximately 15-20 pre-scheduled meetings. A very cost effective way to meet UK buyers. Same format as the August edition.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b> 1'000</p> <p>Costs based on a shared table with another Swiss partner or SCIB UK. Costs higher for a single table.</p>

08/22/2024 – 08/22/2024	<b>Moulden Marketing Destination Showcase (August)</b>	<b>Comments</b>	<b>Cost CHF</b> 1'000
	One day of 1-to-1 meeting-style event in London with approximately 15-20 pre-scheduled meetings. A very cost effective way to meet UK buyers. Same format as the January edition.		Costs based on a shared table with another Swiss partner or SCIB UK. Costs higher for a single table.
			All options: - Option 1: one company - one delegate :: CHF 6900 - Option 2: one company - two delegates* :: CHF 8900 - Option 3: two companies sharing - two delegates :: CHF 5000 each
02/22/2024 – 02/24/2024	<b>The Meetings Space, Spring (tbd)</b>	<b>Comments</b>	<b>Cost CHF</b> 5'000
	The Meetings Space (TMS) is the leading one-to-one meetings style event with buyers predominantly from the UK, plus Germany and other top European markets. The buyers are triple-qualified. The event consists of 2-3 days of 1-to-1 meetings and two evening events and is being held outside of the UK.		Costs based on a shared space with another Swiss partner or SCIB UK. Cost higher for a single table.
			All options: - Option 1: one company - one delegate :: CHF 6900 - Option 2: one company - two delegates* :: CHF 8900 - Option 3: two companies sharing - two delegates :: CHF 5000 each
07/04/2024 – 07/06/2024	<b>The Meetings Space, Summer (tbd)</b>	<b>Comments</b>	<b>Cost CHF</b> 5'000
	The Meetings Space (TMS) is the leading one-to-one meetings style event with buyers predominantly from the UK, plus Germany and other top European markets. The buyers are triple-qualified. The event consists of 2-3 days of 1-to-1 meetings and two evening events and is being held outside of the UK.		Costs based on a shared space with another Swiss partner or SCIB UK. Cost higher for a single table.
			All options: - Option 1: one company - one delegate :: CHF 6900 - Option 2: one company - two delegates* :: CHF 8900 - Option 3: two companies sharing - two delegates :: CHF 5000 each

09/19/2024 – 09/21/2024	<b>The Meetings Space, Autumn (tbd)</b>	<b>Comments</b>	<b>Cost CHF</b> 5'000
	The Meetings Space (TMS) is the leading one-to-one meetings style event with buyers predominantly from the UK, plus Germany and other top European markets. The buyers are triple-qualified. The event consists of 2-3 days of 1-to-1 meetings and two evening events and is being held outside of the UK.		Costs based on a shared space with another Swiss partner or SCIB UK. Cost higher for a single table.  All options: - Option 1: one company - one delegate :: CHF 6900 - Option 2: one company - two delegates* :: CHF 8900 - Option 3: two companies sharing - two delegates :: CHF 5000 each
07/01/2024 – 12/31/2024	<b>Association Event</b>	<b>Comments</b>	<b>Cost CHF</b> 2'750
	SCIB hosts a lunch and/or dinner in London and invites associations to join. An external guest speaker will have a technical lecture. Association partners from Switzerland are invited to network with the attendees.		
01/01/2024 – 12/31/2024	<b>Destination Alliance: Events 2024</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	The Destinations Alliance is a network of convention bureaus from city, regional and national tourist boards from a variety of excitingly diverse countries worldwide all with a specific focus on the UK outbound market. SCIB UK/Ireland is member of this Alliance.		costs to be defined
	For 2024 this organisation is planning two events: one for agencies and one for associations. More information will follow.		
01/29/2024 – 01/30/2024	<b>micebook EXPO 2024</b>	<b>Comments</b>	<b>Cost CHF</b> 3'900
	This event is designed for event planners, with prescheduled 1-to-1 meetings during two days in a openspace format. First night, evening reception for networking.		Costs based on a shared space with SCIB UK other Swiss partners.  All options: - Option 1: one company - one delegate :: CHF 4400 - Option 2: two companies sharing - two delegates :: CHF 3900 each
06/19/2024 – 06/20/2024	<b>The Meetings Show 2024</b>	<b>Comments</b>	<b>Cost CHF</b> 3'500
	This trade fair takes place over two days at ExCel in London. It is one of UK's leading exhibition for the Meetings, events, and incentive community.		This announcement is fundamentally intended to investigate the interest of Swiss partners. Therefore, no exact costs can be announced so far.

01/09/2024 – 01/10/2024	<b>Wedding Destination @SKATE (Somerset House in London)</b>	<b>Comments</b>	<b>Cost CHF</b> 4'000
	<p>Meet Wedding Planners at Somerset House in the midst of London. Skate returns to Somerset House this winter for an unparalleled skating experience in the heart of the capital. ST being the main sponsor, this gives us the opportunity to host a dinner and/or a lunch for Wedding Planners from London in the leisurely atmosphere of the Chalet Suisse and ice Skating as a social programme.</p>		<p>SCIB invites mainly hotel partners from Switzerland which are targeting international weddings to join this event.</p>
01/01/2024 – 12/31/2024	<b>SwissRead (eNews)</b>	<b>Comments</b>	<b>Cost CHF</b>
	<p>3 SwissReads are planned to highlight SCIB NA partners. Content of partners and SCIB will feature anything newsworthy at the time of deployment. This SwissRead is sent to approx. 5,000 North American corporate, agency planners and press. Association clients as well as wedding planners receive a specific eNews from HQ targeting that segment, however association clients may be included if there is no overlap with their eNews.</p>	<p>SCIB NA partners will be contacted in December 2023.</p>	0
01/01/2024 – 12/31/2024	<b>Virtual Sales Calls</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	<p>The current work environment has changed and due to the increasing 'work from home' options, office time is very limited and office spaces become smaller/less frequented. Therefore, it will not only be more difficult but also less productive to organize traditional in-person sales calls week. SCIB NA plans to organize virtual face-to-face meetings between clients and Swiss partners as a follow up option with clients after receiving RFPs/RFIs, submitting proposals and to connect with them.</p>		
01/07/2024 – 01/10/2024	<b>PCMA Convening Leaders in San Diego, CA</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	<p>The PCMA Annual Meeting (Professional Convention Management Association) - Convening Leaders is dedicated to the association industry leaders and covers topics such as revenue streams, legal issues, professional development and attendance building. It brings together suppliers, meeting planners, hoteliers, meeting organizers, hotel sales and meeting professionals. This is mainly an educational event.</p>		<p>Registration via organizer directly.</p>
	<p>In 2023, PCMA's Convening Leaders gathered 3,300 meeting professionals in Columbus, Ohio for three days of education, networking and some transformative ideas.</p>		

03/11/2024 – 03/13/2024	<p><b>19th Successful Meetings University (SMU) International - NYC</b></p> <p>This is a Norhstar Meeting Group event.</p> <p>This 3-day event gathers international suppliers and buyers, who have been qualified for their ability to purchase long haul destinations whether they are corporate, association or independent planners/agencies. Each supplier and planner get to share their “meeting preferences” prior to the event on a ranking platform, which will set up automatically their appointments schedule.</p> <p>Each supplier gets to meet approx. 20 planners (one-to-one meetings) but also participates in educational sessions as well as networking events. Each partner receives full planners profile including past/future programs.</p> <p>Registering via SCIB NA benefits in a more cost effective participation.</p>	<b>Comments</b>	<p><b>Cost CHF</b> 4'500</p> <p>Approximate prices: Single table: US\$7,500 Two partners sharing an appointment table: US\$4,500 each / total of US\$9,000 per table</p> <p>The registration fee includes the appointment table for the one on one meetings with the buyers, all F&amp;B, networking and education sessions with the buyers as well as contact details on all the buyers approved to attend.</p> <p>Please specify if you prefer to share a table with SCIB, another partner or to have your own.</p>
10/08/2024 – 10/10/2024	<p><b>IMEX America in Las Vegas, NV</b></p> <p>IMEX America is the MICE industry’s largest show in NA and brings together thousands of exhibitors and quality buyers for a 3-day fair. Hosted buyer program, buyer driven appointment system, networking and educational opportunities.</p> <p>The 11th edition of IMEX America, held October 11 - 13, 2022 drew more than 4,339 buyers to the Mandalay Bay Convention Center in Las Vegas.</p> <p>A local booth contractor has been appointed since post pandemic due to the high shipping costs. 11 Swiss Partners joined the SCIB NA booth (12 registered).</p>	<b>Comments</b>	<p><b>Cost CHF</b> 8'600</p> <p>Approximate prices: CHF 8'600 per SCIB partner CHF 4'000 per additional person of same SCIB partner CHF 5'900 per local partner at same booth CHF 9'000 per local partner (for example a hotel representing a destination)</p>
11/04/2024 – 11/07/2024	<p><b>Global Incentive Summit (GIS) - Ireland</b></p> <p>This is a Norhstar Meeting Group event.</p> <p>This 3-day event gathers international suppliers and buyers, who have been qualified for their ability to purchase long haul destinations for incentive programs whether they are corporate, association or independent planners / agencies. Each supplier and planner get to share their “meeting preferences” prior to the event on a ranking platform, which will set up automatically their appointments schedule.</p> <p>Suppliers get to meet approx. 20 planners (one-to-one meetings) but also participates in educational sessions as well as various networking events and offsite activities. Each partner receives full planners profile including past/future programs.</p> <p>Registering via SCIB NA benefits in a more cost effective participation.</p>	<b>Comments</b>	<p><b>Cost CHF</b> 4'750</p> <p>Approximate prices: Single table: US\$8,000 Two partners sharing an appointment table: US\$4,750 each / total of US\$9,500 per table</p> <p>The registration fee includes the appointment table for the one on one meetings with the buyers, all F&amp;B, networking and education sessions with the buyers as well as contact details on all the buyers approved to attend.</p> <p>Please specify if you prefer to share a table with SCIB, another partner or to have your own.</p>



04/28/2024 – 04/30/2024	<p><b>IncentiveLive, Las Vegas</b></p> <p>This is a Norhstar Meeting Group event.</p> <p>SCIB NA will re-evaluate if they will attend IncentiveLive 2024. SCIB did not participate in 2022 and 2023.</p> <p>The event consists of three days with approx. 21 one-to-one in person meetings in a similar format to SMU, except that it is focused on incentive planners. There are also education sessions, some networking as well as other activities.</p> <p>Registering via SCIB NA benefits in a more cost effective participation.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b> 3'700</p> <p>Approximate prices: Single table: US\$6,000 Two partners sharing an appointment table: US\$3,700 each / total of US\$7,400 per table</p> <p>The registration fee includes the appointment table for the one on one meetings with the buyers, all F&amp;B, networking and education sessions with the buyers as well as contact details on all the buyers approved to attend.</p> <p>Please specify if you prefer to share a table with SCIB, another partner or to have your own.</p>
01/01/2024 – 12/31/2024	<p><b>Personalized SCIB Webinars</b></p> <p>The new format of personalized SCIB Webinars aka Switzerland Refresher to event planners and their teams were a success in 2022. SCIB decided to continue with this format in 2024. The goal is to present Switzerland at clients' team meetings and possibly to there direct clients. SCIB will include partners whenever possible.</p> <p>In 2022, SCIB had a total of 5 personlized Webinars and so far 2 in 2023.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b> 0</p>
01/01/2024 – 12/31/2024	<p><b>Ad-hoc new activity, TBC</b></p> <p>SCIB NA is always evaluating new potential platforms and is looking for new collaborations/partnerships for 2024 where partners who are interested could participate. SCIB NA is willing to discuss any ideas with the partners.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b> 0</p>
01/01/2024 – 01/01/2024	<p><b>Webinaires Mice</b></p> <p>Nous continuons d'organiser des webinaires 5-6 fois par an. Séquences de 15-20 minutes pendant lesquelles nous présenterons soit une destination, soit un nouvel hôtel, soit une thématique ou problématique d'un organisateur d'événement.</p> <p>Les présentations sont accessibles par la suite sur le compte slideshare du Convention Bureau. Planning et follow-up également communiqué sur le site internet et via réseaux sociaux.</p>	<p><b>Comments</b></p> <p>Courte présentation destination ou nouvel hôtel/centre de congrès ou nouveau concept activité par nos partenaires destinations / hôtels / agences à des clients connectés à distance. Génération de 20-60 leads, intéressés par la destination ou la thématique. Visibilité avant et après sur les réseaux sociaux (twitter, linkedin, Slideshare.net) et sur MySwitzerland.com/webinaire</p>	<p><b>Cost CHF</b> 900</p> <p>Présentation offre destination sous un angle thématique pendant 15-20 minutes.</p>

01/01/2024 – 01/01/2024	<b>Eductours</b>	<b>Comments</b>	<b>Cost CHF</b>
	<p>Voyages d'étude mettant en avant une thématique, nouveauté etc.</p> <ul style="list-style-type: none"> <li>• soit en collaboration avec une agence qui invite des clients</li> </ul> <p>Destination choisie en accord avec agence (potentiel clients)</p> <ul style="list-style-type: none"> <li>• soit avec des agences de notre database</li> <li>• intégration d'un journaliste</li> </ul> <p>Partenaires peuvent nous solliciter pour accueillir un groupe</p> <p>Nous prévoyons 2-3 voyages. Nous souhaitons intégrer une approche thématique de la destination pour un meilleur ROI</p>	<p>Pour un bon résultat et ROI, il est bien de présenter des nouveautés ou de prévoir un programme sur une thématique.</p> <p>SCIB sélectionne les clients à inviter. Formule 2-3 jours sur un week-end ou seulement 1 jour en AR TGV. SCIB s'occupe également du transport. Accompagnement et suivi</p>	<p>0</p> <p>"Landarrangement" doit être pris en charge par la destination.</p>
01/01/2024 – 12/31/2024	<b>e-mail news dédiée destination</b>	<b>Comments</b>	<b>Cost CHF</b>
	<p>Edition spéciale d'e-news dédiée à une destination, envoyée à environ 2300 contacts de notre DB. 4-5 sujets par newsletter.</p>	<p>Vous fournissez le contenu (texte et image). Nous mettons à disposition nos adresses qualifiées (environ 2200) et nous nous occupons de la mise en page, du routage. Reporting (taux d'ouverture, taux de clics ...)</p>	<p>800</p> <p>Préparation contenu avec images et thématique</p>
10/01/2024 – 10/21/2024	<b>Networking Event pour agences + court workshop agences/corpo</b>	<b>Comments</b>	<b>Cost CHF</b>
	<p>Nous prévoyons de re-proposer notre soirée Networking pour agence qui a fait ses preuves dans le passé: le Suisse Cocktail-Mix Challenge. Les agences "MICE" constituent une équipe de 4-5 personnes. Maximum 10 équipes admises. 1-2 équipes par destination suisse</p> <p>1er prix: un voyage en Suisse à gagner.</p> <p>La compétition ludique est précédée d'un workshop ouvert à tous (agences &amp; corpo)</p>	<p>Présentation des destinations participantes d'une manière originale. Possibilité de Networking avec 40-50 clients agence dans une ambiance détendue.</p> <p>Opportunité supplémentaire de rencontrer d'autres clients lors d'un court workshop avant l'événement</p>	<p>1'900</p> <p>Présentation destination en plénière à tous les participants, attribution 1-2 équipes agences pendant la compétition; Networking avec tous les clients (40-50) présents.</p> <p>En 1ère partie de la soirée: workshop agences+corpos Tarif + VAT.</p> <p>Une destination peut se faire représenter par un hôtel</p> <p>Nous cherchons aussi un barman d'un hôtel suisse pour l'initiation à la mixologie (intervention en français).</p> <p>Nous contacter pour modalités de participation</p>
08/26/2024 – 08/30/2024	<b>Afterwork à la House of Switzerland "Les bienfaits de la Suisse"</b>	<b>Comments</b>	<b>Cost CHF</b>
	<p>Organisation d'une soirée Afterwork animée à la House of Switzerland lors des JO (paralympiques) de Paris.</p> <p>Cette soirée se fera en collaboration avec notre département loisir/KAM.</p> <p>Concept en élaboration autour de la thématique "les bienfaits de la Suisse". La HoS sera dans les jardins de l'Ambassade Suisse à Paris.</p>	<p>Nous limitons le nombre de partenaires (priorité aux destinations) à 4.</p> <p>Nous espérons pouvoir accueillir une trentaine de nos clients (estimation)</p>	<p>1'000</p> <p>Rencontre networking avec une 30taine de clients (estimation) lors d'une soirée afterwork avec animations. limité à 4 partenaires (priorité aux destinations)</p>

03/14/2024 – 03/14/2024	<p><b>Pure Meetings &amp; Events International, Paris</b></p> <p>Plate-forme BtoB sur 1 journée, destinée aux organisateurs de séminaires francophones (français, belges, suisses) cherchant des destinations étrangères et des prestataires (OT, DMC, hôtels, lieux événementiels). Initiateur: Georges Freiha; rendez-vous pré-programmé et surtout ad-hoc 1 exposant pour 4 visiteurs. Environ 500 visiteurs (Paris &amp; Province) attendus pour 100 exposants Participation de destinations et hôtels possible</p>	<p><b>Comments</b></p> <p>Volonté du salon de présenter de nouveaux acteurs (exposants) aux acheteurs chaque année. Système de rdv, mais aussi des visiteurs libres. Tarif 2600 CHF ou en table partagée 2000 CHF;</p>	<p><b>Cost CHF</b></p> <p>2'600</p> <p>Open to Subpartner 1 table ou table partagée pendant toute la journée (9h) pour accueillir clients en rdv. Accès au profil de tous les acheteurs pour prise de rdv. Inscription hôtels ou agence réceptive sans la destination possible</p>
09/09/2024 – 09/30/2024	<p><b>Pure Meetings : Workshop &amp; Soirée Networking, Paris</b></p> <p>Le rendez-vous de la rentrée pour les organisateurs d'événements à l'étranger. Ce deuxième événement de l'année que Pure Meetings propose, est sur un format workshop + soirée dès 16h. Rdv pré-programmé ou ad-hoc jusqu'à 20h30-21h, puis soirée Networking.</p> <p>350 Organisateurs de Paris &amp; RP rencontrent max 100 exposants de France &amp; international Participation de destinations et hôtels possible</p>	<p><b>Comments</b></p> <p>Tarif 2600 CHF ou en table partagée 2000 CHF Système de rdv, mais aussi des visiteurs libres.</p>	<p><b>Cost CHF</b></p> <p>2'600</p> <p>Open to Subpartner 1 table ou table partagée pendant toute la durée pour accueillir clients en rdv ou ad-hoc. Accès au profil de tous les acheteurs pour prise de rdv. Inscription hôtels ou agence réceptive sans la destination possible Tarif table seul 2600 CHF + TVA ou en table partagée 2000 CHF + TVA;</p>
01/01/2024 – 12/31/2024	<p><b>Content Marketing - Blog</b></p> <p>Dans une stratégie de Inbound Marketing, nous publions du contenu intéressant francophone pour un public MICE sur notre page "marque" <a href="http://www.news.suisse-conventionbureau.com">www.news.suisse-conventionbureau.com</a>. Contenu est relayé à travers nos canaux de réseaux sociaux pro (Linkedin, Twitter, facebook) y compris ambassadeurs But: développement de notre image professionnelle , génération de contacts + de leads</p>	<p><b>Comments</b></p> <p>Si vous avez connaissance d'un séminaire, convention, incentive, learning trip (...) d'un client français ou belge francophone dans votre destination / hôtel et que celui-ci est d'accord de faire un témoignage de son expérience, mettez-nous en relation afin que nous coordonnions la rédaction et publication d'un article sur notre blog</p>	<p><b>Cost CHF</b></p> <p>0</p> <p>Si vous avez connaissance d'un séminaire, convention, incentive, learning trip (...) d'un client français ou belge francophone dans votre destination / hôtel et que celui-ci est d'accord de faire un témoignage de son expérience, mettez-nous en relation afin que nous coordonnions la rédaction et publication d'un article sur notre blog</p>
02/08/2024 – 02/09/2024	<p><b>Salon SBE à Lyon</b></p> <p>Nous allons participer à ce salon annuel destiné à l'organisation de séminaire, établi à Lyon depuis de nombreuses années. Les visiteurs sont des clients de Lyon et région (corpos, agences, Venue Finders) Nous avons réservé un stand avec un emplacement privilégié à l'entrée du salon afin de nous assurer une visibilité maximum. Nous souhaitons le partager avec 2 partenaires (destinations ou hôtels)</p>	<p><b>Comments</b></p> <p>Participation limitée à 2 partenaires (destinations ou hôtels). Nous partagerons à 3 un stand de 8 m2.</p>	<p><b>Cost CHF</b></p> <p>2'000</p> <p>Participation limitée à 2 partenaires (destinations ou hôtels). Nous partagerons à 3 un stand de 8 m2 qui se situe à l'entrée du salon</p>

01/01/2024 – 12/31/2024	<b>Webinar Session for SEA MICE Agencies SG, ID, MY, PH, VN, TH</b>	<b>Comments</b> DO handles MICE market Singapore, Indonesia, Kuala Lumpur, Philippines & Vietnam . DO - Covers MICE Indonesia Surabaya, Malaysia Penang  W.E.F 1st Jan 2022 - Nok handles MICE markets: Thailand	<b>Cost CHF</b> 600  Open to subpartners
01/01/2024 – 12/31/2024	<b>SCIB SEA Exclusive Roadshow</b>  - Combination of purely business events in the markets with MICE agencies and associations. - SCIB will plan a roadshow in all main or mixture of 2nd tier SEA countries to present Switzerland as a MICE destination. (Indonesia, Singapore, Malaysia, Thailand, Philippines, Vietnam (HCMC) * A rotation of 3 countries will be selected and finalize at later stage based on economy situation - 4-5 events during the week in 4 countries + Sales Visits if permitted.	<b>Comments</b> DO handles MICE market Singapore, Indonesia, Kuala Lumpur, Philippines & Vietnam . DO - Covers MICE Indonesia Surabaya, Malaysia Penang  W.E.F 1st Jan 2022 - Nok handles MICE markets: Thailand	<b>Cost CHF</b> 9'000  Excusive Roadshow purely for a region only.  Registration base on 1st come 1st, after registration partner need to immediate follow with an emai.  Price include all events and transporation to the event venue/sales visit.  Open to subpartners Supplememt fee of CHF 3'000 for sharing table if partner bring another partner/supplier from the same region.  If Subpartners wish to have own table fee CHF 6'000  Price exclude all flight cost and hotel accommodation in all main cities.
09/09/2024 – 09/13/2024	<b>SCIB SEA Integration MICE Track at Switzerland Travel Experience SEA 2024</b>  Event for top Swiss destinations and suppliers to meet the travel trade of South East Asia.  Workshop in one of the main source markets of SEA 3 full-day activities - D1: Workshop Batch 1 - D2: Social Networking Day - D3: Workshop Batch 2 80-100 buyers - MY, TH, SG, ID, PH, VN  H2/2024, 9-13 SEP 2024, location: Malaysia	<b>Comments</b> Nok: Thailand Dominique: Singapore, Indonesia, Malaysia, Philippines, Vietnam	<b>Cost CHF</b> 6'375  Open to SCIB Partners with Asia Package to register.  Participation with one table and the possibility for a short introduction presentation during the event.  Note: Flights, Hotel fees are not included in the price.

01/01/2024 – 12/31/2024	<b>SCIB TH: Exclusive Sales Visit MICE/Planners in Thailand</b>	<b>Comments</b>	<b>Cost CHF</b>
	<p>Organization of 1:1 Sales Visits/Calls through 1 week in Thailand to corporate/incentive travel agents and corporate account directly, in order to open business channel and expand business conversion as SEA key source market.</p> <p>Both 1st tier and 2nd tier cities to be considered based on market situation.</p>	<p>Nok: Thai market SCIB TH supports partners presentation in Thai translation where required.</p> <p>Partners are free to discuss potential period/dates of your visit.</p>	<p>2'500</p> <p>Open to SCIB Asia package partners and sub-partners to register. Sub-partner additional fee at CHF' 1000.</p> <p>Participation partners please follow up via email to discuss and agree on schedules.</p> <p>Flights and hotel accommodation are not included.</p> <p>Option: Networking/theme event can be organized by SCIB TH in combination at partners' expenses</p>
01/01/2024 – 12/31/2024	<b>SCIB TH: MICE AGENTS/PLANNERS LUNCHEON IN THAILAND</b>	<b>Comments</b>	<b>Cost CHF</b>
	<p>Selected Thai MICE Agents and event planners to gather at a location to share about business meetings/incentive travel recovery 2023, and business opportunities in Switzerland for 2024 onwards</p> <p>Presence of the Ambassador to maximise the confidence</p> <p>If SCIB partners happen to be in the region on the date, you're welcomed to join complimentary</p>	<p>potential dates: in March, September or November 2024</p>	<p>0</p>
01/01/2024 – 12/31/2024	<b>SCIB: Green Incentives / Swisustainable in Business event &amp; Incentive Study Trip for SEA</b>	<b>Comments</b>	<b>Cost CHF</b>
	<p>Study trip for MICE/corporate travel agents &amp; incentive planners in SEA to focus on Swisustainable or green incentives to create awareness and explore Swisustainable in deeper level concepts in order to implement and adapt to their trip planning.</p> <p>Market: Thailand, Singapore, Malaysia, Indonesia, Philippines</p> <p>Participants: 12 people and 01 SCIB SEA TH - Thanchanok to the event</p>		<p>0</p> <p>Land and hotel arrangements to be hosted by partners. open to subpartners.</p> <p>Accepting maximum 3 hosting destinations on first come first serve basis.</p> <p>A minimum of 2 days/2 nights stay length at each host destination.</p>
06/01/2024 – 12/31/2024	<b>SCIB TH: Reunion Asia Trophy</b>	<b>Comments</b>	<b>Cost CHF</b>
	<p>Gathering event to host a reunion with past Asia Trophy participates.</p>	<p>Nok: Thai market</p> <p>Partners are welcomed to join complimentary if you are happened to be in Thailand</p>	<p>0</p>
01/01/2024 – 12/31/2024	<b>SCIB - Media Management</b>	<b>Comments</b>	<b>Cost CHF</b>
	<p>Possibility for ads and or advertorials in nordic Financial Magazines and Business Magazines. online or print.</p>	<p>Contact hanna. wrangoe@switzerland.com with your budget and we'll discuss the most valuable investments.</p>	<p>3'000</p>

01/11/2024 – 01/11/2024	<b>Workshop Travel Match Oslo 11 jan</b>  Traditional workshop with pre-booked appointments and evening function. Both MICE and Travel trade  Price is for one person at a table. Two people (companies) sharing is 500 each	<b>Comments</b> Please contact hanna. wrangoe@switzerland.com ASAP if you are interested in this activity as places may run out.	<b>Cost CHF</b> 700  Flights and hotels, active participation at the workshop.
01/09/2024 – 01/09/2024	<b>Fair/workshop Travel News Copenhagen 9 jan</b>  Travel News is the leading Trade site in Sweden and are also online in Norway and Denmark. For the first time they are planning the fair format in Copenhagen that they have been doing in Sweden for many years.  So it's a try out for the Danish Market.	<b>Comments</b> OBS: Preliminary price.	<b>Cost CHF</b> 1'300  Flights and accomodation. Active participation at tha fair
03/01/2024 – 03/31/2024	<b>SCIB Nordic Famtrip March</b>  Approx 7 handpicked persons from Nordic MICE agencies to discover a Swiss destination.  Alternatively key clients of a specific MICE agency.	<b>Comments</b>	<b>Cost CHF</b> 0  Plan and deliver a program 1 month in advance. Hotels, meals and activities for the guests.
12/06/2024 – 12/08/2024	<b>SCIB Nordic Famtrip December</b>  5-7 handpicked persons from Nordic MICE agencies to discover a Swiss destination.  Alternatively key clients of a specific MICE agency.	<b>Comments</b>	<b>Cost CHF</b> 0  Plan and deliver a program 1 month in advance. Hotels, meals and activities
01/01/2024 – 12/31/2024	<b>SCIB Nordic Destination Newsletters</b>  Stand alone Newsletter about your destination. The newsletter will be distributed evenly throughout the year to our database that is continuously updated. Please mention if there is a specific month you would like to communicate your content. FEB, APR, AUG, OCT, DEC  Opening rate is normally around 30% The results with statistics will be presented in the yearly partner report from SCIB.	<b>Comments</b> The Nordic SCIB database: 1200 contacts (active MICE organizers) Possible to also distribute through the database of "Kick Off "- A Swedish meeting planner magazine, 15.000 contacts: Additional CHF 1000  !Please let me know which alternative you like!	<b>Cost CHF</b> 500  You need to provide me with the following content on agreed date; <ul style="list-style-type: none"> <li>• 1-3 images of the destination</li> <li>• Introduction text about the destination 150 -200 words (this will be linked to the SCIB page for the destination)</li> <li>• 2-5 features (image and 50-100 words with relevant link)</li> </ul> Recommended: One feature about the service of the CVB and the others focusing on VERY UNIQUE destination highlights and/or news. Not more than (if any) 2 venues/hotels. Nice pictures are generally of great importance!

11/07/2024 – 11/15/2024	<b>Travel News Market Stockholm</b>	<b>Comments</b>	<b>Cost CHF</b> 1'300
	Established fair with Nordic (mostly Swedish) buyers. MICE, trade and Media. Pre-booked appointments at the Swiss stand. Afterparty for networking.		Fill in appropriate information on the event site and prebook appointments. Active participation at the fair.
10/17/2024 – 10/17/2024	<b>SCIB Business Day Stockholm</b>	<b>Comments</b>	<b>Cost CHF</b> 1'300
	Networking event in Stockholm. Usually and afternoon workshop followed by an activity or dinner.		cover flight and accommodation. (accommodation usually suggested/booked by SCIB Nordics)
10/18/2024 – 10/18/2024	<b>18 oct IMA 50th International Annual Conference 2024 Stockholm</b>	<b>Comments</b>	<b>Cost CHF</b> 1'000
	The international Management Assistants Association is having their annual meeting in Sweden. We will have the opportunity to have a stand to present Switzerland. The possibilities are under investigation. Please announce your interest for more information.	Please announce your interest for more information.	
04/08/2024 – 04/12/2024	<b>Hybrid “Meet Switzerland” Sales Week</b>	<b>Comments</b>	<b>Cost CHF</b> 900
	5-7 one-on-one meetings with local clients during a couple of days. Nordic SCIB representative is present physically or online. The SCIB Partner(s) will participate and present the destination online. Subpartners can join. Flexible timings needed during these days.		Short destination presentation and picture needed for the invitation. PPT and preferably short prerecorded video from the destination for the actual online presentation.
01/01/2024 – 12/31/2024	<b>VR / Metaverse Famtrips</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	We have a project under investigation with a company to create 360 filmed material that will be turned into virtual worlds where we can invite clients to your destination virtually.	Sign up for this activity to keep informed about the next step and price.	
01/01/2024 – 12/31/2024	<b>Association Marketing: Association Event</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	Educational and networking event for Swiss and international associations, organized by SCIB and its partners. Focus on education, networking and leads exchange. Platform to get destination marketing specialists and association representatives to meet for education and future business-making. Partners: Basel, Bern, Davos, Geneva, Interlaken, LMC, Lucerne, St. Gallen, Zurich	Destination, format & topic to be confirmed. New concept of event is being developed and shared with all Association Package Partners.	Participation for SCIB association package partners only.

04/07/2024 – 04/09/2024	<p><b>Events Club Associations Forum, Valencia</b></p> <p>Europe Congress (EC) specializes in organizing top quality MICE business forums facilitating suppliers and buyers from the worldwide meeting and event industry to meet face-to-face.</p> <p>Events Club Forum Associations is a first of a kind MICE event where destinations, congress venues, and large conference hotels meet with qualified international Associations and PCOs to spark large-scale congresses. It is an event where you meet invited professionals only, the event where you gain within just 2, 5 days, most valuable business contacts.</p>	<p><b>Comments</b></p> <ul style="list-style-type: none"> <li>- Date: 7-9 April 2024</li> <li>- Destination: Valencia, Spain</li> <li>- Boutique B2B event concept</li> <li>- Prescheduled and match-made 1-2-1 meetings</li> <li>- 45-50 Association buyers</li> </ul>	<p><b>Cost CHF</b></p> <p>3'825</p> <p>Shared Package Participation: EUR 3825 / 1 representative</p> <p>Full Package Participation: EUR 6800 / 1 representative Additional participant: EUR 500</p> <p>Rates excl. VAT, incl. 15% member discount. Travel and hotel accommodation need to be paid extra.</p> <p>Registration for SCIB association package partners only. Registration process already done.</p>
09/02/2024 – 10/27/2024	<p><b>Destination Wedding: Educational Trip Autumn 2024</b></p> <p>International study trip on invitation only for luxury wedding planners with potential for Europe from the main markets including North America, GCC, Brazil, India, China and SEA.</p> <p>Visits of special venues for weddings, as well as activities suitable for pre &amp; post wedding programme</p> <p>5* accommodation hosting is needed from destination partners, as well as exclusive venue visit and activity suggestions.</p> <p>In general, the wedding group would travel on trains and public transport during the trip. For some specific routes, private transfer will be needed and cost is requested to be covered by destination / hosts.</p> <p>Current plan: 5-day tour in September or October (during weekdays) with 4 overnights. Combining city, lake, mountain and local activities</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b></p> <p>0</p> <p>Local hosting and logistics, as well as private transfers for certain routes. 5* hotel accommodation is needed for this study tour</p>
05/10/2024 – 05/13/2024	<p><b>Pre-Tour IMEX Study Tour 2024</b></p> <p>Cooperation with existing hosted buyer groups from hotel chains, to host a PreTour in Switzerland from multiple markets. The clients will come from India, SEA, China and watchlist markets.</p> <p>In past years, IMEX hosted buyers would arrive in Switzerland 3-4 days prior to the show for the pre-tour. Train from Zurich or Basel to Frankfurt</p> <p>Number of clients expected: 30 pax. tbc</p> <p>Current plan for 2024: 3 x delegations (India, SEA, China) with 10 pax each. SCIB Market managers to negotiate with hotel chain local representatives and get accommodation hosted if possible.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b></p> <p>0</p> <p>Hosting destinations to provide logistics, meals and local activities. Accommodation is likely to be supported by hotel chains</p>



04/18/2024 – 04/22/2024	<p><b>9th Asia Trophy 2024 (19 - 21 April in Geneva, Lausanne, Glacier 3000)</b></p> <p>Rally through Switzerland with checkpoints, workshop, welcome and farewell evening with award ceremony. Invitation of meeting and incentive planners from all Asian markets. Qualification of clients by ST/SCIB.</p> <p>Aim: Promote Switzerland as an incentive destination, build relationship with clients, show new destination, present creative programs and ideas.</p> <p>Possibility for one representative per Asia Partner to participate in the teams throughout the program. Cost: 3'000. Participation to the workshop for additional persons possible. Cosst CHF 1'000 per person participating.</p>	<p><b>Comments</b></p> <p>Bidding was opened to all SCIB partners with Asian Package in May 2023 and below destinations were chosen:</p> <p>Geneva, Lausanne, Glacier 3000</p>	<p><b>Cost CHF</b></p> <p>3'000</p> <p>Hosting destinations to be responsible for accommodation, meals and activities on the top of financial contribution from SCIB.</p>
10/07/2024 – 11/30/2024	<p><b>Destination Wedding: B2B Wedding planner event in Fall 2024 (date and venue TBC)</b></p> <p>B2B networking event exclusively opened to luxury wedding planners based in Switzerland who have focus on international markets. Round table discussions and networking lunch</p> <p>This event is targeted for 35-50 pax. Destinations and wedding venues are welcome to register and for event hosting</p> <p>Highlight from 2023 event: <a href="https://www.youtube.com/watch?v=-2FU8hQmhbU">https://www.youtube.com/watch?v=-2FU8hQmhbU</a></p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b></p> <p>700</p> <p>Participation cost of CHF 650 per destination for lunch and networking discussion (for one participant)</p> <p>Destination partners and wedding venues are welcome to register, or as venue host</p>
04/19/2024 – 04/19/2024	<p><b>Workshop at the 9th Asia Trophy 2024 (19th April in Geneva)</b></p> <p>Rally through Switzerland with checkpoints, workshop, welcome and farewell evening with award ceremony. Invitation of meeting and incentive planners from all Asian markets. Qualification of clients by ST/SCIB.</p> <p>Aim: Promote Switzerland as an incentive destination, build relationship with clients, show new destination, present creative programs and ideas.</p> <p>During the Trophy, we held a workshop with one-to-one meeting in a free floating system with all Swiss partners that are interested in meeting the clients, even though they are not one of the host destinations.</p> <p>Workshop in Geenna: rough schedule 10:00 - 13:00 on Friday 19 April 2024, including networking lunch. Optional afternoon activity is offered to those who wish to further network.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b></p> <p>1'650</p> <p>Participation fee at CHF1500+ VAT per table ( 2 participants @ table) which include 60mins free-flow of meeting and networking lunch. A maximum of 20 tables are welcomed at the workshop.</p> <p>Opportunity to stay for afternoon activities on 19 April 2024 (rally games) for further networking. You will be integrated into teams with the trophy participants. This is offered to a maximum of 12 partners, and those with Asian package would have priority.</p> <p>Please clearly express your interest in the registration Option 1: Workshop and lunch only Oprion 2: Workshop and afternoon games (first come first serve)</p>

09/01/2024 – 09/30/2024	<p><b>Destination Wedding: RSVP B2B Weddings and Private Events Symposium (TBC / Gstaad)</b></p> <p>RSVP (formerly known as Bridelux) is a luxury wedding media brand that operates in both the B2C and B2B markets and creates opportunities for wedding brands to reach the right clientele. Intimate by design, and limited to 80-100 attendees and speakers,</p> <p>The Symposium brings together the top of the global wedding industry and seek to offer something not found in other conferences.</p> <p>Potentially Gstaad Palace and Gstaad Tourism will host the event and Swiss partners will get special packages to participate.</p>	<b>Comments</b>	<b>Cost CHF</b> 0
11/19/2024 – 11/21/2024	<p><b>IBTM World Barcelona 2024</b></p> <p>International trade show where suppliers meet professionals responsible for the planning and organisation of meetings, conferences, incentive travel and events from corporations, associations, agencies and industry media.</p> <p>Hosted buyers program, buyer driven appointment system, networking and educational opportunities.</p> <p>Activities planned:  - Dinner with the Swiss partners on Tuesday night  - Switzerland Breakfast on Wednesday  - Group appointments</p>	<b>Comments</b>	<b>Cost CHF</b> 8'500
06/13/2024 – 06/16/2024	<p><b>Switzerland Meeting Trophy 2024</b></p> <p>Destinations and final date: TBC</p> <p>Rally through Switzerland with checkpoints, welcome and farewell evening with award ceremony. Invitation of meeting and incentive planners from all priority markets to Switzerland. One delegation per market. Qualification of clients by market.  Aim: Promote Switzerland as a meeting destination, build relationship with clients, communication tool. Use as a Key Story for promotion with pictures, video, itinerary.</p>	<b>Comments</b>	<b>Cost CHF</b> 3'500

Potential Gstaad Palace and Gstaad Tourism will host the event in Fall 2024. If so, SCIB will support Swiss Travel Passes to the international delegations, and offer opportunity to join pre/ post fam trip.

Please expresse your interest for the hosting of pre / post fam trip for the B2B luxury wedding network

Land logistics for the pre/ post fam trip will be at full expenses of the hosting destinations and venues, including private transfers for certain routes

Open to Subpartners

Cost for participation plus VAT (1 staff only)  
- CHF 8'500 for the first person of a SCIB-partner  
- CHF 7'900 per person for Subpartner  
Additional staff (for any additional person of that partner (same company):  
1 day = 1600  
2 days = 2900  
3 days = 4000

Personal participation as part of a team including welcome evening (Friday), Saturday all day program and farewell dinner.  
For SCIB partner only (possible to send a sub-partner as a representative if the SCIB partner can not participate).

Hotel overnights need to be paid seperately if applicable.

NOTE: If any of the host destinations is participating during the whole event the costs of CHF 3500.00 are still to be paid.

04/21/2024 – 04/23/2024	<p><b>MCE North &amp; West Europe 2024</b></p> <p>Taking place in Helsinki &amp; Espoo, Finland.</p> <p>MCE North &amp; West is a forum where suppliers and buyers in the MICE travel market meet to do business.</p> <p>More information: <a href="http://www.europecongress.com">www.europecongress.com</a> Summary: - 2.5 days event with pre-scheduled appointments - top qualified buyers from all over Europe, the Americas, the Middle East and East Asia - Every supplier has 30 to 35 guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking. -Representing: 65% Agencies, 25% Corporates, 10% Associations</p>	<p><b>Comments</b></p> <p>70 to 80 leading event planners and decision makers in their organization, from:</p> <ul style="list-style-type: none"> <li>• Germany, Austria, Switzerland: 20%</li> <li>• United Kingdom &amp; Ireland: 20%</li> <li>• France, Benelux &amp; Scandinavia: 20%</li> <li>• Spain, Portugal &amp; Italy: 10%</li> <li>• Central &amp; Eastern Europe: 10%</li> <li>• Middle East: 10%</li> <li>• North America: 10%</li> </ul>	<p><b>Cost CHF</b></p> <p>5'000</p> <p>Price is per table plus VAT. Possibility to share a table, depending on the number of participants, costs CHF 3000 (1/2 table) plus VAT. Open to subpartners.</p> <p>Travel and hotel accommodation need to be paid extra.</p>
11/10/2024 – 11/12/2024	<p><b>MCE South Europe 2024</b></p> <p>Taking place in Palma de Mallorca, Spain.</p> <p>MCE South Europe is a forum where suppliers and buyers in the MICE travel market meet to do business.</p> <p>More information: <a href="http://www.europecongress.com">www.europecongress.com</a> Summary: - 2.5 days event with pre-scheduled appointment - top qualified buyers from all over Europe - Every supplier has 30 to 35 guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking. -Representing: 65% Agencies, 25% Corporates, 10% Associations.</p>	<p><b>Comments</b></p> <p>70-80 leading event planners and decision makers in their organization, from:</p> <ul style="list-style-type: none"> <li>• Germany, Austria, Switzerland: 25%</li> <li>• United Kingdom &amp; Ireland: 25%</li> <li>• France, Benelux &amp; Scandinavia: 20%</li> <li>• Central &amp; Eastern Europe: 10%</li> <li>• Middle East &amp; Asia: 10%</li> <li>• North America: 10%</li> </ul>	<p><b>Cost CHF</b></p> <p>5'000</p> <p>Price is per table plus VAT. Possibility to share a table, depending on the number of participants, costs CHF 3000 (1/2 table) plus VAT. Open to subpartners.</p> <p>Travel and hotel accommodation need to be paid extra.</p>
08/25/2024 – 08/28/2024	<p><b>M&amp;I Lisbon 2024</b></p> <p>This event takes place in Lisbon, Portugal.</p> <p>M&amp;I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 3 days / 40 meetings / 155 European buyers (Event agencies, corporate companies and associations with international business) / 145 suppliers (Hotels, CVB's DMC's and Congress Centres)</p> <p>More information: <a href="http://www.mi-forums.com/">http://www.mi-forums.com/</a> Summary: - 3 days event with pre-scheduled appointment - top qualified buyers from all over Europe - Every supplier has 20 (for half table) to 40 (full table) guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b></p> <p>8'900</p> <p>Price is per table plus VAT. Possibility to share a table, depending on the number of participants, costs CHF 5100 (1/2 table) plus VAT. Open to subpartners. A second delegate of the same company CHF 1500 plus VAT.</p> <p>Travel and hotel accommodation need to be paid extra.</p>

04/21/2024 – 04/24/2024	<b>M&amp;I Private Sorrento 2024</b>	<b>Comments</b>	<b>Cost CHF</b> 9'200
	<p>The event takes place in Sorrento, Italy.</p> <p>M&amp;I Private is usually a smaller event for mostly independant hotels, intimate brands of hotel chains, unusual properties and venues with character.</p> <p>4 days / 35 meetings / 110 European buyers (Senior and Decision-making attendees from corporates and event agencies from Europe / 100 Suppliers</p> <p>More information: <a href="http://www.mi-forums.com/">http://www.mi-forums.com/</a>. Summary: - 4 days event with pre-scheduled appointment - top qualified buyers - Every supplier has 30 guaranteed, pre-scheduled face-to-face meetings - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</p>		<p>Price is per table plus VAT. Shared tables are not possible. Open to subpartners. A second delegate of the same company CHF 1500 plus VAT.</p> <p>Travel and hotel accommodation need bo be paid extra.</p>
05/06/2024 – 05/08/2024	<b>M&amp;I Healthcare Europe 2024</b>	<b>Comments</b>	<b>Cost CHF</b> 7'000
	<p>The event takes place in London, UK.</p> <p>During 2 days 160 high quality buyers from specialist healthcare agencies, medical communication agencies and corporates meet in a European city. There will be 25 pre-scheduled meetings and different educational sessions. 150 suppliers.</p> <p>Presentation table, lunches, welcome receptions, dinners and networking activities included. No sharing tables possible.</p> <p>Each buyer and supplier is pre-qualified to attend this ground-breaking Forum. This event is offered by M&amp;I Forums. They take time to match the right people and maximise business potential.</p>		<p>Price is per table plus VAT. Shared tables are not possible. A separate test (Healthcare Certified Test organized by Healthcare Venue is compulsory and the costs need to be paid separately, approx. CHF 900 for hotels and approx. CHF 700.00 for CVB's). Open to subpartners. A second delegate of the same company CHF 1500 plus VAT.</p> <p>Travel and hotel accommodation need bo be paid extra.</p>
06/23/2024 – 06/26/2024	<b>M&amp;I Miami 2024</b>	<b>Comments</b>	<b>Cost CHF</b> 8'900
	<p>This event takes place in Miami, USA.</p> <p>M&amp;I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 3 days / 40 meetings / 160 North American buyers (Event agencies, incentive houses and Corporates) / 150 suppliers (Hotels, CVB's, DMC's and Congress Centres).</p> <p>More information: <a href="http://www.mi-forums.com/">http://www.mi-forums.com/</a>. Summary: - 3 days event with pre-scheduled appointment - top qualified buyers from North America (USA &amp; Canada) - Every supplier has 20 (for half table) to 40 (full table) guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</p>		<p>Price is per table plus VAT. Possibility to share a table, depending on the number of participants, costs CHF 5100 (1/2 table) plus VAT. Open to subpartners. A second delegate of the same company CHF 1500 plus VAT.</p> <p>Travel and hotel accommodation need bo be paid extra.</p>

01/01/2024 – 12/31/2024	<b>International study trip 2024</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	<p>Showcase one or two Swiss MICE destination on a specific theme/topic. Beside getting to know the destination, activities and speakers fitting the topic are included in the program. Factory visits are possible too.</p> <p>Destination depending on interest. Combination of two destinations (city/mountain) is possible and appreciated.</p> <p>Clients from different SCIB markets will be invited. Number of participants: 10-20pax.</p>		<p>The International Study Trips takes place once a year and depending on the destinations that are interested it is possible to combine the destinations. Usually in January we will select the destination(s) and confirm dates for the upcoming edition to the hosts.</p> <p>The SCIB partner(s) hosting this event needs to take care of the complete landarrangements.</p>
03/17/2024 – 03/21/2024	<b>M&amp;I Fest Marrakesh (NEW)</b>	<b>Comments</b>	<b>Cost CHF</b> 5'800
	<p>This new event takes place in Marrakesh, Morocco.</p> <p>M&amp;I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business.</p> <p>4 days / 40 meetings / 240 buyers (Event agencies, incentive houses and Corporates) / 230 suppliers (Hotels, CVB's, DMC's and Congress Centres).</p> <p>More information: <a href="http://www.mi-forums.com/">http://www.mi-forums.com/</a>. Summary:</p> <ul style="list-style-type: none"> <li>- 4 days event with pre-scheduled appointment</li> <li>- top qualified buyers from all over Europe (85%), North America (10%) and Asia (5%).</li> <li>- Every supplier has 20 (for half table) to 40 (full table) guaranteed, pre-scheduled face-to-face meetings with top MICE buyers</li> <li>- the buyers choose the appointments, ensuring your meetings are highly relevant to your needs.</li> <li>- On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</li> </ul>		<p>The price will be between CHF 5800.00 (if 5-10 Swiss partners join) and CHF 5200.00 (if 10-30 Swiss partners join). Also possible to have a full table - prices depend again on how many participants we have.</p> <p>Price is per sharing table plus VAT. Open to subpartners. A second delegate of the same company CHF 1500 plus VAT.</p> <p>If we get at least 10 Swiss partners to join, we get additional opportunity to host a breakfast or lunch with a pre-selected group of buyers. TBC.</p> <p>Travel and hotel accommodation need to be paid extra.</p>
09/24/2024 – 09/28/2024	<b>M&amp;I Sardinia, Italy, 2024</b>	<b>Comments</b>	<b>Cost CHF</b> 8'900
	<p>This event takes place in Sardinia, Italy.</p> <p>M&amp;I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 3 days / 40 meetings / 140 European buyers (Event agencies, incentive houses and Corporates) / 130 suppliers (Hotels, CVB's, DMC's and Congress Centres).</p> <p>More information: <a href="http://www.mi-forums.com/">http://www.mi-forums.com/</a>. Summary:</p> <ul style="list-style-type: none"> <li>- 3 days event with pre-scheduled appointment</li> <li>- top qualified buyers from all over Europe</li> <li>- Every supplier has 20 (for half table) to 40 (full table) guaranteed, pre-scheduled face-to-face meetings with top MICE buyers</li> <li>- the buyers choose the appointments, ensuring your meetings are highly relevant to your needs.</li> <li>- On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</li> </ul>		<p>Price is per table plus VAT. Possibility to share a table, depending on the number of participants, costs CHF 5100 (1/2 table) plus VAT. Open to subpartners. A second delegate of the same company CHF 1500 plus VAT.</p> <p>Travel and hotel accommodation need to be paid extra.</p>

10/01/2024 – 10/31/2024	<p><b>M&amp;I Leaders Costa Mujeres, Mexico 2024</b></p> <p>This event takes place in Costa Mujeres, Mexico.</p> <p>M&amp;I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business.</p> <p>3 days / 30 meetings / 80 North American buyers (Event agencies, incentive houses and Corporates) / 70 suppliers (Hotels, CVB's, DMC's and Congress Centres).</p> <p>More information: <a href="http://www.mi-forums.com/">http://www.mi-forums.com/</a>.</p> <p>Summary:</p> <ul style="list-style-type: none"> <li>- 3 days event with pre-scheduled appointment</li> <li>- top qualified buyers from North America</li> <li>- Every supplier has 15 (for half table) to 30 (full table) guaranteed, pre-scheduled face-to-face meetings with top MICE buyers</li> <li>- the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes</li> <li>- On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</li> </ul>	<p><b>Comments</b></p>	<p><b>Cost CHF</b> 8'900</p> <p>Price is per table plus VAT. Shared tables are not possible. Open to subpartners. A second delegate of the same company CHF 1500 plus VAT.</p> <p>Travel and hotel accommodation need bo be paid extra.</p>
10/02/2024 – 10/05/2024	<p><b>M&amp;I Luxe Bodrum, Turkey, 2024</b></p> <p>This event takes place in Bodrum, Turkey.</p> <p>M&amp;I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business.</p> <p>3 days / 30 meetings / 110 elite buyers: Key planners organizing high-end events, VIP groups, high-end incentives, luxury events from Europe / 100 elite suppliers: only 5* and 5*+ experiential products, luxury DMC's and destinations exclusively oriented towards the MICE luxury segment from Europe.</p> <p>More information: <a href="http://www.mi-forums.com/">http://www.mi-forums.com/</a>.</p> <p>Summary:</p> <ul style="list-style-type: none"> <li>- 3 days event with pre-scheduled appointment</li> <li>- top qualified elite buyers</li> <li>- Every supplier has 30 guaranteed, pre-scheduled face-to-face meetings</li> <li>- the buyers choose the appointments, ensuring your meetings are highly relevant to your needs.</li> <li>- On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</li> </ul>	<p><b>Comments</b></p>	<p><b>Cost CHF</b> 8'900</p> <p>Price is per table plus VAT. Shared tables are not possible. Open to subpartners. A second delegate of the same company CHF 1500 plus VAT.</p> <p>Travel and hotel accommodation need bo be paid extra.</p>

03/18/2024 – 03/22/2024	<b>SITE Incentive Summit Europe</b>	<b>Comments</b>	<b>Cost CHF</b> 6'300
	<p>Venue: Radisson Blu Reussen Andermatt</p> <p>After a very succesful second edition of ISE in Geneva and Montreux in 2022, SITE brings back this event to Switzerland in 2024 again (it took place in Slovenia in 2023). Join an elite community of incentive travel industry leaders for a timely in-person exchange of knowledge and insights and enjoying the destination while networking with industry peers. Attendance limited to approx. 60 participants, including 15-20 European buyers, 2-3 North American buyers and approx. 40 global suppliers.</p>		<p>Final price TBC later plus VAT.</p> <p>-1 registration inclusive of three nights' hotel accommodation, meals and networking events -post event addendee list</p> <p>If you in addition sponsor parts of the event, you will receive logo recognition pre-/post and at the event. Sponsorship possibility starts at \$3000.00. If you are interested SCIB can put you in contact with the responsible person at SITE.</p> <p>NOTE: you have to be a member of SITE to participate at this event.</p>
02/01/2024 – 02/03/2024	<p><b>Break the Ice Forum, Hasselt, Belgium</b></p> <p>Venue: Radisson Blu Hotel Hasselt, Belgium.</p> <p>Break The Ice Forum is a B2B event for the M.I.C.E. sector. It's a 2 night-1 day intimate size forum with unique group cohension where you can meet European-qualified buyers and create close relations with all the participants. It's an authentic MICE business opportunity.</p> <p>30-40 Hosted Buyers (60% Benelux 40% EU/UK) (80% MICE agencies, 20% direct clients (=Associations and Corporates).</p>	<p><b>Comments</b></p> <p>Schedule:</p> <ul style="list-style-type: none"> <li>-Thursday night: arrival, networking cocktail &amp; dinner</li> <li>-Friday full day: breakfast, pre-scheduled appointments, lunch, team building activity, networking cocktail, gala dinner &amp; party</li> <li>-Saturday morning: networking breakfast/brunch, check-out</li> </ul>	<p><b>Cost CHF</b> 3'700</p> <p>The price includes: 20 pre-scheduled appointments, networking activity, gourmet lunch, gala dinner &amp; dance party. Full page in the show guide with description of each participant.</p> <p>No sharing tables! Open to sub-partners as well.</p> <p>To be paid extra: Travel and hotel accommodation</p> <p>Please note; you get extra discount if you book three and more Break the Ice Forums in 2024!</p>
01/01/2024 – 12/31/2024	<p><b>inVoyage 2024</b></p> <p>Destinations 2024:</p> <p>Hotel Camiral, Girona, Costa Brava, Spain, 17-20 March 2024 - meet 65 top-tier events professionals</p> <p>Myconian Collection at Elia Beach, Mykonos, Greece, 27-30 September 2024- meet 100 top-tier events professionals</p> <p>inVOYAGE is a luxury forum for high-end buyers and destinations. The event offers one-to-one meetings, networking activities, dinners and content sessions.</p> <p>In the rate the following services are included: 3 nights' accommodation, F&amp;B, 1 table (no-sharing tables are available), one-to-one meetings, conference and all networking events.</p>	<p><b>Comments</b></p> <p>If you are interested to join please contact alexander.hunger@switzerland.com</p>	<p><b>Cost CHF</b> 9'500</p> <p>Open to Luxury Hotels. In the rate the following services are included: 3 nights' accommodation, F&amp;B, 1 table (no-sharing tables are available), one-to-one meetings, conference and all networking events.</p> <p>Extra: travel arrangements.</p>

05/14/2024 – 05/16/2024	<b>IMEX Frankfurt 2024</b>	<b>Comments</b>	<b>Cost CHF</b> 8'500
	<p>International trade show where suppliers meet professionals responsible for the planning and organisation of meetings, conferences, incentives and events from corporations, associations, agencies and industry media. Hosted buyer program, buyer driven appointment system, networking and educational opportunities.</p> <ul style="list-style-type: none"> <li>- Participation at the Switzerland stand with company logo.</li> <li>- Integration in the exhibitor catalogue, the marketing activities related to the show and possible side events organized by SCIB.</li> <li>- Pre or post tours from different markets will be communicated separately.</li> </ul> <p>Activities planned:</p> <ul style="list-style-type: none"> <li>- Dinner with the Swiss partners</li> <li>- Group appointments</li> </ul>		<p>Prices are subject to change!</p> <p>Open to Subpartner</p> <p>Cost for participation plus VAT (1 staff only)</p> <ul style="list-style-type: none"> <li>- CHF 8'500 for the first person of a SCIB-partner</li> <li>- CHF 7'900 per person for Subpartner</li> </ul> <p>Additional staff (for any additional person of that partner (same company):</p> <ul style="list-style-type: none"> <li>1 day = 1600</li> <li>2 days = 2900</li> <li>3 days = 4000</li> </ul>
03/11/2024 – 03/13/2024	<b>INTERaction EMEA 2024</b>	<p><b>Comments</b></p> <p>Sharing of costs SCIB and participating Swiss Partners - ideal to have 3 Swiss Partners to join.</p>	<p><b>Cost CHF</b> 3'000</p> <p>SCIB will participate with one table and is looking for additional partners to share the table or adding more tables, costs as follows: CHF 8'000 paid by SCIB (1st person) plus VAT, any additional subpartner pays CHF 3'000 plus VAT (TBC)</p> <p>In case there is more than one partner interested to join, we can add more tables for 2 persons at CHF 3'000 per person. Price reduction possible, depending on the number of Swiss partners. Spaces for Swiss partners are limited.</p> <p>Travel and hotel accommodation need to be paid extra.</p> <p>Important for registration: if it is a hotel (chain), it must be a preferred hotel of Amex.</p>



02/04/2024 – 02/06/2024	<p><b>MCE Central &amp; Eastern Europe 2024</b></p> <p>Taking place in Salzburg, Austria.</p> <p>MCE Central &amp; Eastern Europe is a forum where suppliers and buyers in the MICE travel market meet to do business.</p> <p>More information: <a href="http://www.europecongress.com">www.europecongress.com</a></p> <p>Summary:</p> <ul style="list-style-type: none"> <li>- 2.5 days event with pre-scheduled appointments</li> <li>- top qualified buyers from all over Europe, the Americas, the Middle East and East Asia</li> <li>- Every supplier has 30 to 35 guaranteed, pre-scheduled face-to-face meetings with top MICE buyers</li> <li>- the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes</li> <li>- On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</li> <li>-Representing: 65% Agencies, 25% Corporates, 10% Associations</li> </ul>	<p><b>Comments</b></p> <p>70-80 leading event planners and decision makers in their organization, from:</p> <ul style="list-style-type: none"> <li>• Germany, Austria, Switzerland: 20%</li> <li>• United Kingdom &amp; Ireland: 20%</li> <li>• France, Benelux &amp; Scandinavia: 25%</li> <li>• Spain, Portugal &amp; Italy: 15%</li> <li>• Middle East &amp; Asia: 10%</li> <li>• North America: 10%</li> </ul>	<p><b>Cost CHF</b></p> <p>5'000</p> <p>Price is per table plus VAT. Possibility to share a table, depending on the number of participants, costs CHF 3000 (1/2 table) plus VAT. Open to subpartners.</p> <p>Travel and hotel accommodation need to be paid extra.</p>
03/14/2024 – 03/16/2024	<p><b>Break the Ice Forum, Bratislava, Slovakia</b></p> <p>Venue: Grand Hotel River Park, Bratislava.</p> <p>Break The Ice Forum is a B2B event for the M.I.C.E. sector. It's a 2 night-1 day intimate size forum with unique group cohesion where you can meet European-qualified buyers and create close relations with all the participants. It's an authentic MICE business opportunity.</p> <p>30-40 Hosted Buyers (100% EU und UK buyers) (80% MICE agencies, 20% direct clients (=Associations and Corporates).</p>	<p><b>Comments</b></p> <p>Schedule:</p> <ul style="list-style-type: none"> <li>-Thursday night: arrival, networking cocktail &amp; dinner</li> <li>-Friday full day: breakfast, pre-scheduled appointments, lunch, team building activity, networking cocktail, gala dinner &amp; party</li> <li>-Saturday morning: networking breakfast/brunch, check-out</li> </ul>	<p><b>Cost CHF</b></p> <p>3'700</p> <p>The price includes: 20 pre-scheduled appointments, networking activity, gourmet lunch, gala dinner &amp; dance party.</p> <p>Full page in the show guide with description of each participant.</p> <p>No sharing tables! Open to sub-partners as well.</p> <p>To be paid extra: Travel and hotel accommodation</p> <p>Please note; you get extra discount if you book three and more Break the Ice Forums in 2024!</p>
05/02/2024 – 05/04/2024	<p><b>Break the Ice Forum, Augsburg, Germany</b></p> <p>Venue: Maximilian's Hotel, Augsburg.</p> <p>Break The Ice Forum is a B2B event for the M.I.C.E. sector. It's a 2 night-1 day intimate size forum with unique group cohesion where you can meet European-qualified buyers and create close relations with all the participants. It's an authentic MICE business opportunity.</p> <p>30-40 Hosted Buyers (60% D/A/CH buyers and 40% EU &amp; UK buyers) (80% MICE agencies, 20% direct clients (=Associations and Corporates).</p>	<p><b>Comments</b></p> <p>Schedule:</p> <ul style="list-style-type: none"> <li>-Thursday night: arrival, networking cocktail &amp; dinner</li> <li>-Friday full day: breakfast, pre-scheduled appointments, lunch, team building activity, networking cocktail, gala dinner &amp; party</li> <li>-Saturday morning: networking breakfast/brunch, check-out</li> </ul>	<p><b>Cost CHF</b></p> <p>3'700</p> <p>The price includes: 20 pre-scheduled appointments, networking activity, gourmet lunch, gala dinner &amp; dance party.</p> <p>Full page in the show guide with description of each participant.</p> <p>No sharing tables! Open to sub-partners as well.</p> <p>To be paid extra: Travel and hotel accommodation</p> <p>Please note; you get extra discount if you book three and more Break the Ice Forums in 2024!</p>

06/13/2024 – 06/15/2024	<p><b>Break the Ice Forum, Zadar, Croatia</b></p> <p>Venue: Falkensteiner Resort Punta Skala, Zadar.</p> <p>Break The Ice Forum is a B2B event for the M.I.C.E. sector. It's a 2 night-1 day intimate size forum with unique group cohesion where you can meet European-qualified buyers and create close relations with all the participants. It's an authentic MICE business opportunity.</p> <p>30-40 Hosted Buyers (60% UK buyers and 40% EU buyers) (80% MICE agencies, 20% direct clients (=Associations and Corporates).</p>	<p><b>Comments</b></p> <p>Schedule: -Thursday night: arrival, networking cocktail &amp; dinner -Friday full day: breakfast, pre-scheduled appointments, lunch, team building activity, networking cocktail, gala dinner &amp; party -Saturday morning: networking breakfast/brunch, check-out</p>	<p><b>Cost CHF</b> 3'700</p> <p>The price includes: 20 pre-scheduled appointments, networking activity, gourmet lunch, gala dinner &amp; dance party. Full page in the show guide with description of each participant.</p> <p>No sharing tables! Open to sub-partners as well.</p> <p>To be paid extra: Travel and hotel accommodation</p> <p>Please note; you get extra discount if you book three and more Break the Ice Forums in 2024!</p>
09/26/2024 – 09/28/2024	<p><b>Break the Ice Forum, Davos, Switzerland</b></p> <p>This event takes place at AlpenGold Hotel Davos, Switzerland.</p> <p>Break The Ice Forum is a B2B event for the M.I.C.E. sector. It's a 2 night-1 day intimate size forum with unique group cohesion where you can meet European-qualified buyers and create close relations with all the participants. It's an authentic MICE business opportunity.</p> <p>30-40 Hosted Buyers (60% D/A/CH and 40% EU buyers) (80% MICE agencies, 20% direct clients (=Associations and Corporates).</p>	<p><b>Comments</b></p> <p>Schedule: -Thursday night: arrival, networking cocktail &amp; dinner -Friday full day: breakfast, pre-scheduled appointments, lunch, team building activity, networking cocktail, gala dinner &amp; party -Saturday morning: networking breakfast/brunch, check-out</p>	<p><b>Cost CHF</b> 3'700</p> <p>The price includes: 20 pre-scheduled appointments, networking activity, gourmet lunch, gala dinner &amp; dance party. Full page in the show guide with description of each participant.</p> <p>No sharing tables! Open to sub-partners as well.</p> <p>To be paid extra: Travel and hotel accommodation</p> <p>Please note; you get extra discount if you book three and more Break the Ice Forums in 2024!</p>
11/14/2024 – 11/16/2024	<p><b>Break the Ice Forum, Cascais, Portugal</b></p> <p>Venue: Onyria Quinta da Marinha Villas, Cascais.</p> <p>Break The Ice Forum is a B2B event for the M.I.C.E. sector. It's a 2 night-1 day intimate size forum with unique group cohesion where you can meet European-qualified buyers and create close relations with all the participants. It's an authentic MICE business opportunity.</p> <p>30-40 Hosted Buyers (100% EU &amp; UK buyers) (80% MICE agencies, 20% direct clients (=Associations and Corporates).</p>	<p><b>Comments</b></p> <p>Schedule: -Thursday night: arrival, networking cocktail &amp; dinner -Friday full day: breakfast, pre-scheduled appointments, lunch, team building activity, networking cocktail, gala dinner &amp; party -Saturday morning: networking breakfast/brunch, check-out</p>	<p><b>Cost CHF</b> 3'700</p> <p>The price includes: 20 pre-scheduled appointments, networking activity, gourmet lunch, gala dinner &amp; dance party. Full page in the show guide with description of each participant.</p> <p>No sharing tables! Open to sub-partners as well.</p> <p>To be paid extra: Travel and hotel accommodation</p> <p>Please note; you get extra discount if you book three and more Break the Ice Forums in 2024!</p>

12/13/2024 – 12/15/2024	<p><b>Break the Ice Forum, France - TBC</b></p> <p>Host destination and venue: TBC</p> <p>Break The Ice Forum is a B2B event for the M.I.C.E. sector. It's a 2 night-1 day intimate size forum with unique group cohesion where you can meet European-qualified buyers and create close relations with all the participants. It's an authentic MICE business opportunity.</p> <p>30-40 Hosted Buyers (60% French buyers and 40% EU/UK buyers) (80% MICE agencies, 20% direct clients (=Associations and Corporates).</p>	<p><b>Comments</b></p> <p>Schedule: (exceptionally from Friday to Sunday!</p> <p>-Friday night: arrival, networking cocktail &amp; dinner -Saturday full day: breakfast, pre-scheduled appointments, lunch, team building activity, networking cocktail, gala dinner &amp; party -Sunday morning: networking breakfast/brunch, check-out</p>	<p><b>Cost CHF</b></p> <p>3'700</p> <p>The price includes: 20 pre-scheduled appointments, networking activity, gourmet lunch, gala dinner &amp; dance party. Full page in the show guide with description of each participant.</p> <p>No sharing tables! Open to sub-partners as well.</p> <p>To be paid extra: Travel and hotel accommodation</p> <p>Please note; you get extra discount if you book three and more Break the Ice Forums in 2024!</p>
08/22/2024 – 08/24/2024	<p><b>Break the Ice Forum, Belgium, TBC</b></p> <p>Host destination and venue: TBC</p> <p>Break The Ice Forum is a B2B event for the M.I.C.E. sector. It's a 2 night-1 day intimate size forum with unique group cohesion where you can meet European-qualified buyers and create close relations with all the participants. It's an authentic MICE business opportunity.</p> <p>30-40 Hosted Buyers (60% Benelux buyers and 40% EU/UK buyers) (80% MICE agencies, 20% direct clients (=Associations and Corporates).</p>	<p><b>Comments</b></p> <p>Schedule: (exceptionally from Friday to Sunday!</p> <p>-Friday night: arrival, networking cocktail &amp; dinner -Saturday full day: breakfast, pre-scheduled appointments, lunch, team building activity, networking cocktail, gala dinner &amp; party -Sunday morning: networking breakfast/brunch, check-out</p>	<p><b>Cost CHF</b></p> <p>3'700</p> <p>The price includes: 20 pre-scheduled appointments, networking activity, gourmet lunch, gala dinner &amp; dance party. Full page in the show guide with description of each participant.</p> <p>No sharing tables! Open to sub-partners as well.</p> <p>To be paid extra: Travel and hotel accommodation</p> <p>Please note; you get extra discount if you book three and more Break the Ice Forums in 2024!</p>
01/01/2024 – 12/31/2024	<p><b>Bleisure Travel - Increase length of stay</b></p> <p>Business traveller as relevant lever to increase the length of stay in touristic shoulder seasons by extending their business trip for leisure purposes. Switzerland Tourism will launch a campaign to inspire individual business travellers to extend their stay. The asset will be used by SCIB as well to address the business events personas. SCIB partners and their suppliers are invited to use it as well to raise awareness within their channels. Additionally, inspirational clips with the top 5 leisure activities and excursions with a bleisure message can be produced for the partners in co-branding to be used within their own channels (RFPs, KAM Activities, Hotels, DMCs, etc.).</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b></p> <p>10'000</p> <p>Depending on the raw material available by the destination/region to produce an inspirational clip with 3-5 activities/excursions, the price can be half if no filming on the site is necessary.</p>